NOV./35¢

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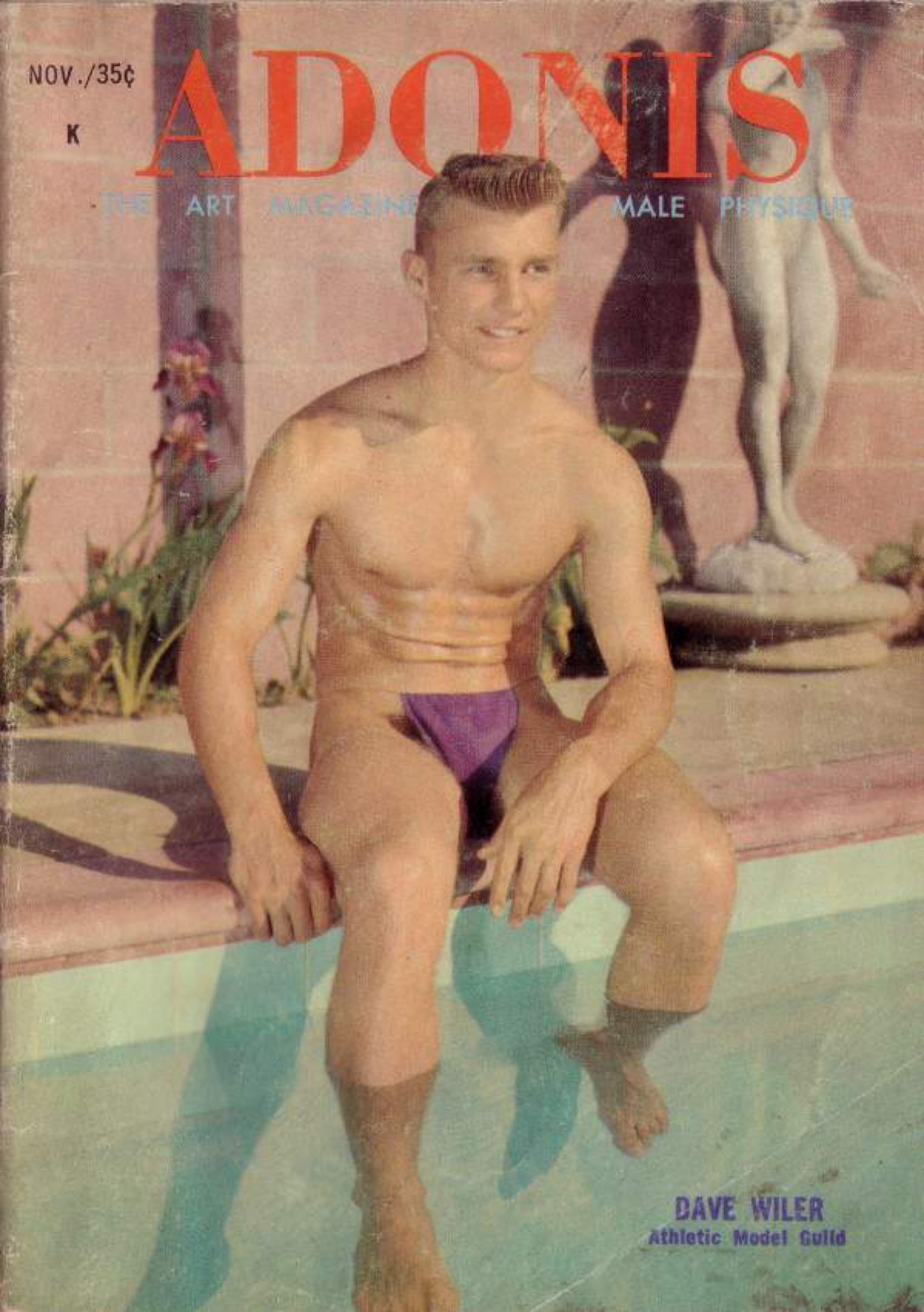
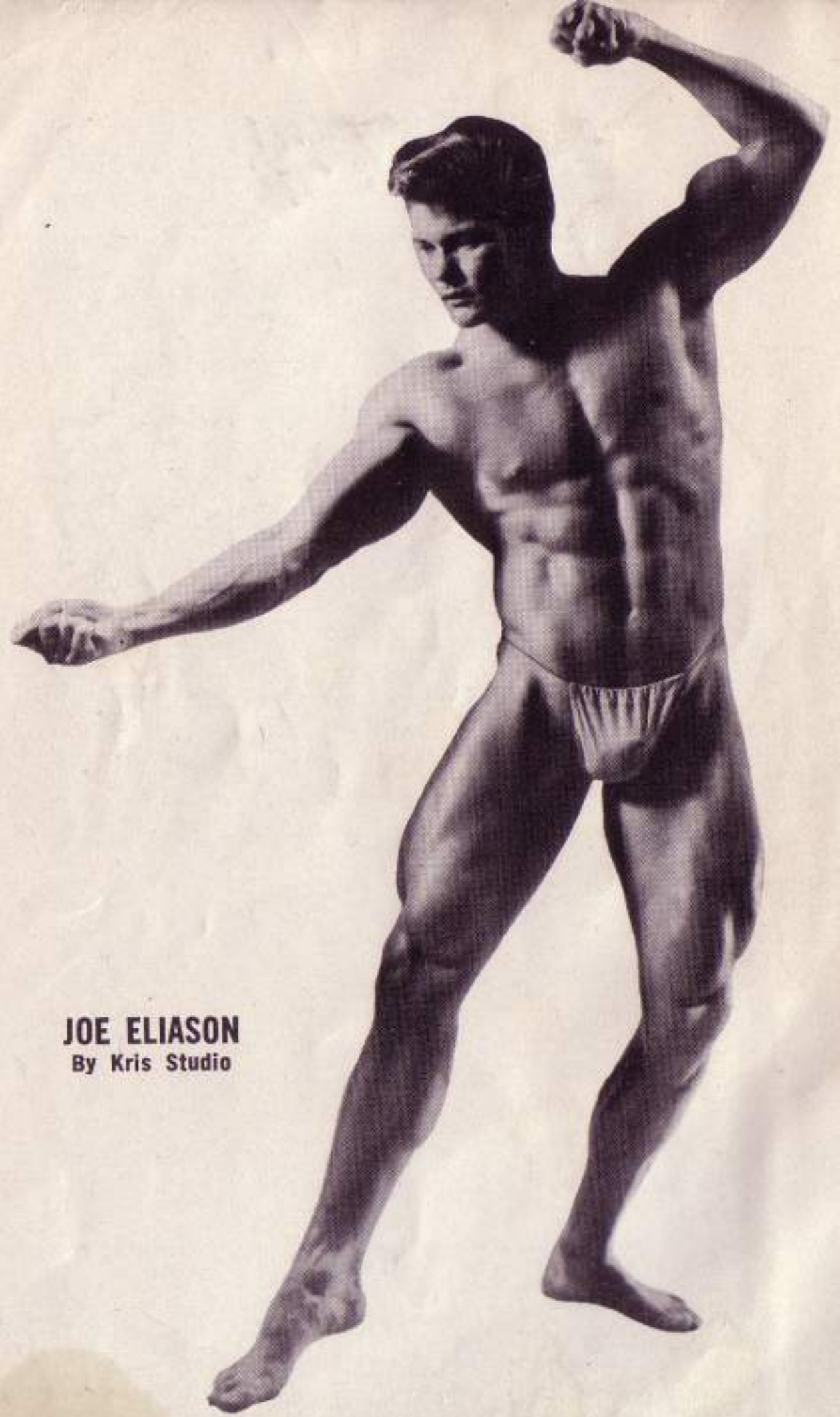
ADONIS

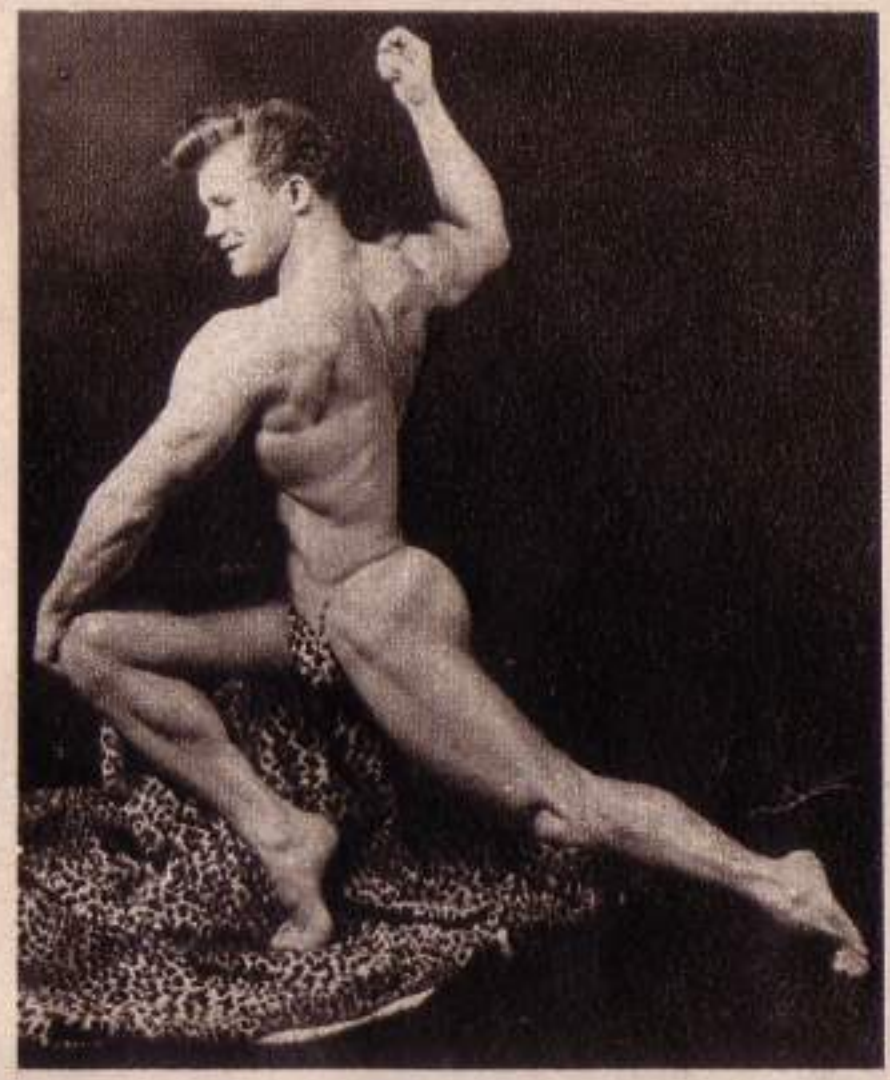
THE ART MAGAZINE OF MALE PHYSIQUE



DAVE WILER
Athletic Model Guild



JOE ELIASON
By Kris Studio



JOE ELIASON by Kris Studio

ON OUR COVER

Many of you have written cordially about Dave Wiler — you liked the black and white physique shots as well as the exercise routine he performs. And now we've had so many requests for Wiler in color we're glad to give you Dave as photographed in Ektachrome by Athletic Model Guild.

As this is being written in 100 degree heat Dave's pool looks just too inviting

(*Continued on page* 47)

NOVEMBER 1957. VOL. 3, NO. 5. Published monthly by Adonis Publications, 801 Palisade Ave., Union City, N. J. Printed in the U.S.A.

HERE'S PAT

■ Our Bruce model of the month is 20 year-old Pat Tracy. These are the first pictures we've had of Pat, and Bruce tells us that they're likely to be the last for some time because Pat just recently went into military service.

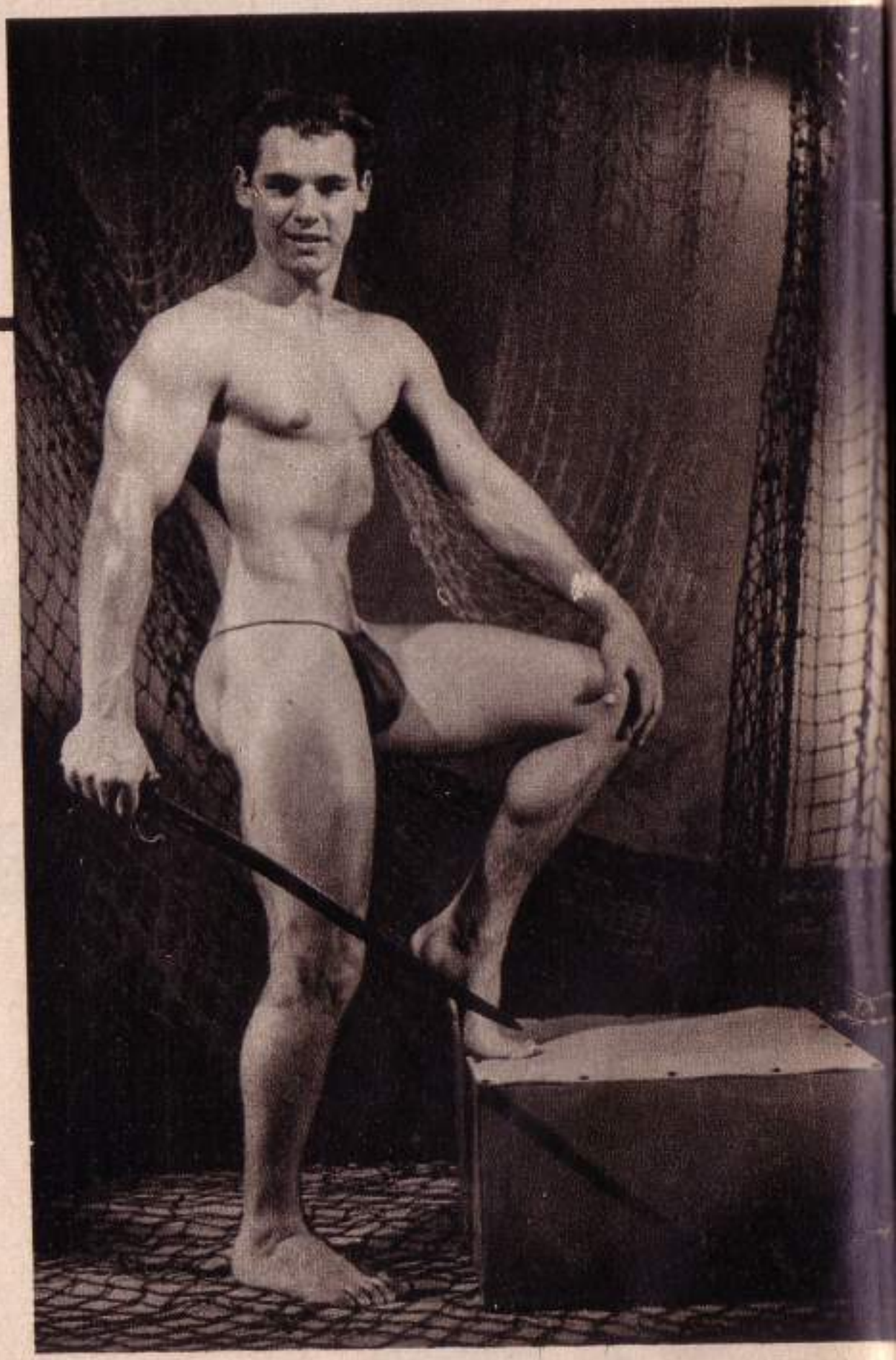
This lad is a near six-footer and wears 170 pounds of beautifully-distributed muscle. He got his "built" from gymnastics and tumbling — in fact, up to the time he entered service Pat had been giving gymnastic exhibitions with his school team.

These excellent photographs by Bruce are arranged to show you the absolute perfection of his physique. Beginning with his handsome Irish head, and his wide, wide shoulders capped with sculptured deltoids — his magnificent chest, and back that tapers downward into a trim waist and lithe, beautifully-muscled legs, there's not a weak spot in his entire body structure.

The four studies you see here are from Catalog #85 published by Bruce, Box 75305 (Sanford Station), Los Angeles 5, California.

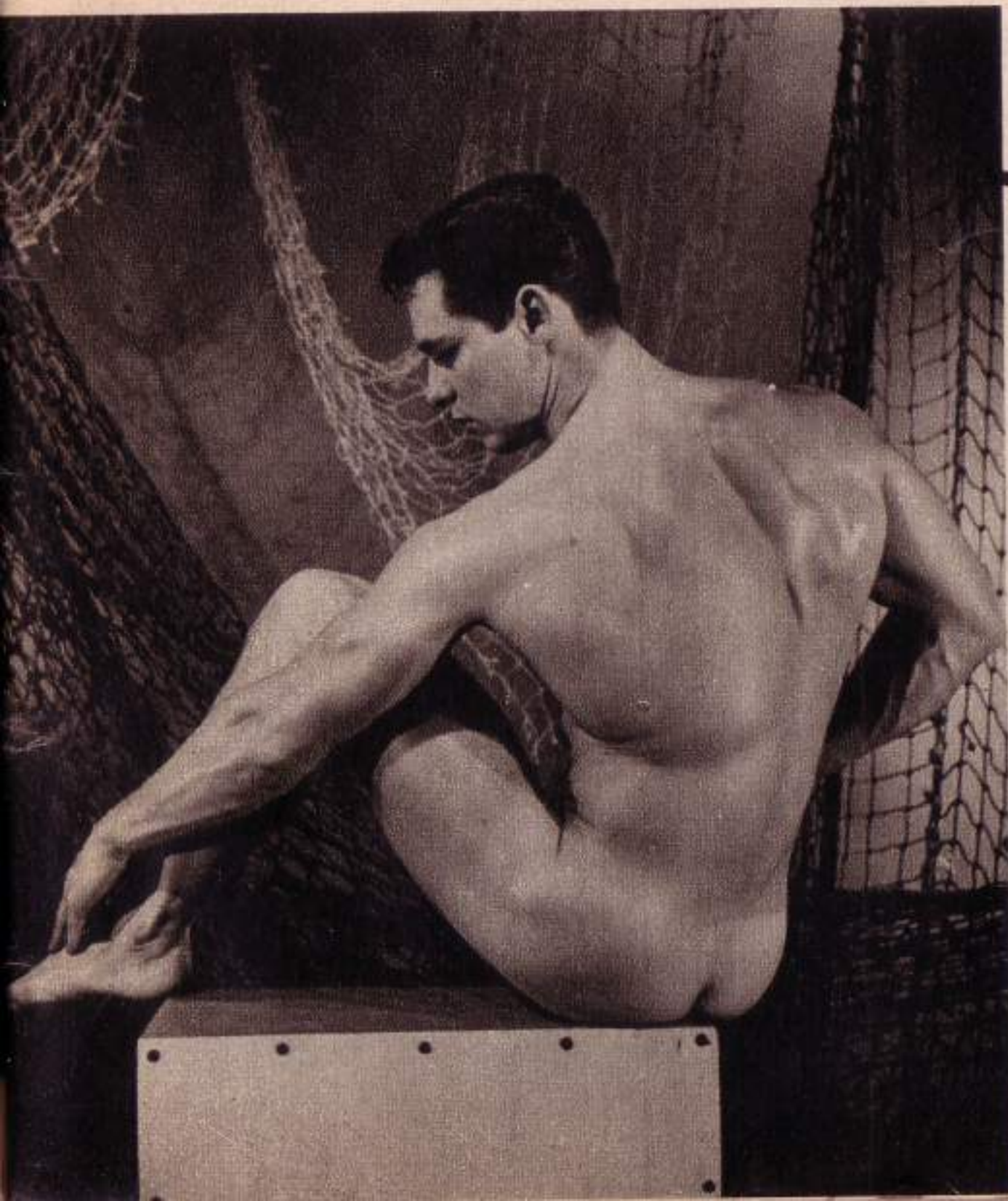
PAT TRACY
by Bruce

PAT'S BACK
IS A STUDY
IN PURE SYMMETRY



◀ CHISELED MUSCULATURE

A PARTICULARLY FINE RELAXED POSE

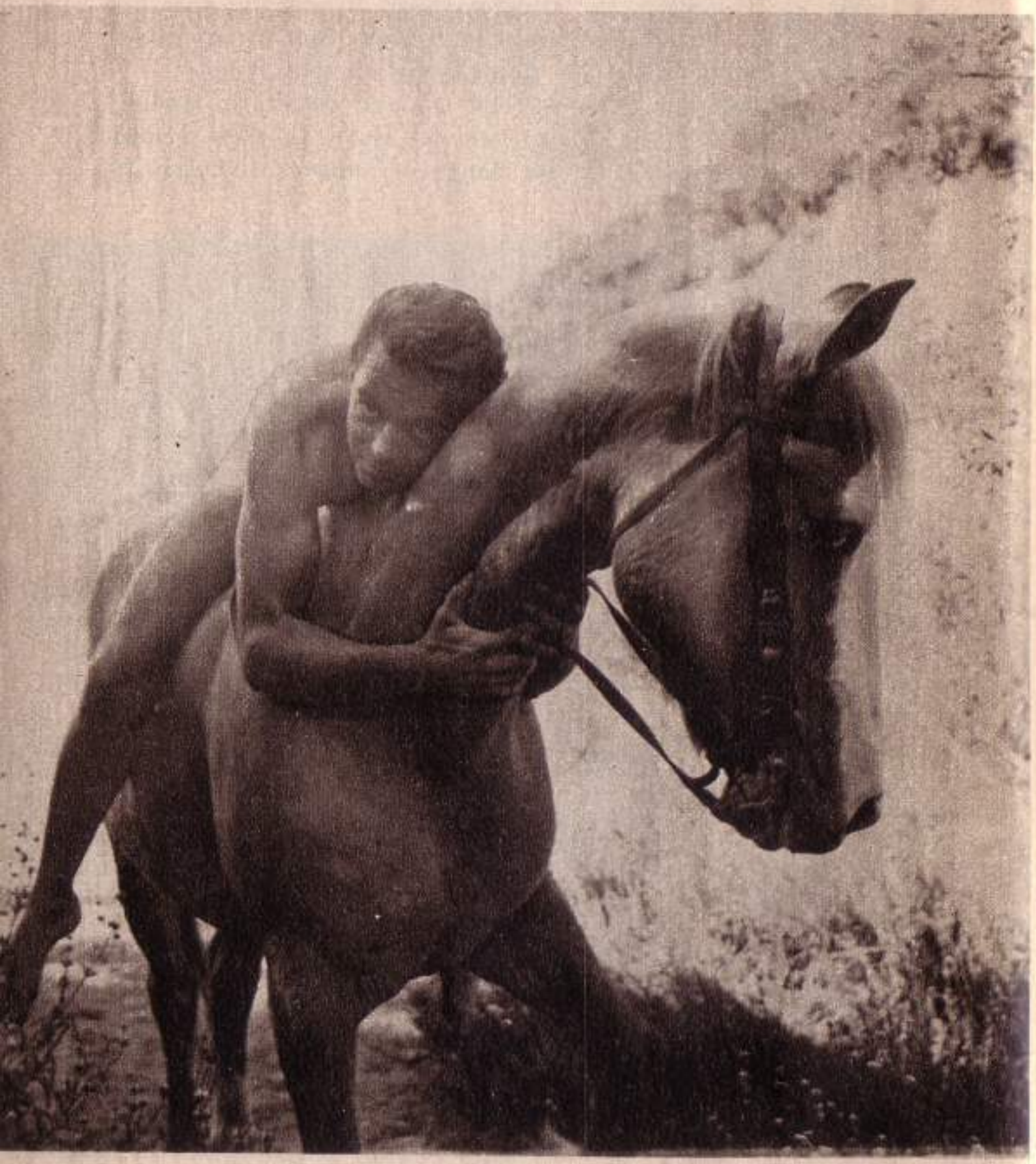


HAL AND PAL

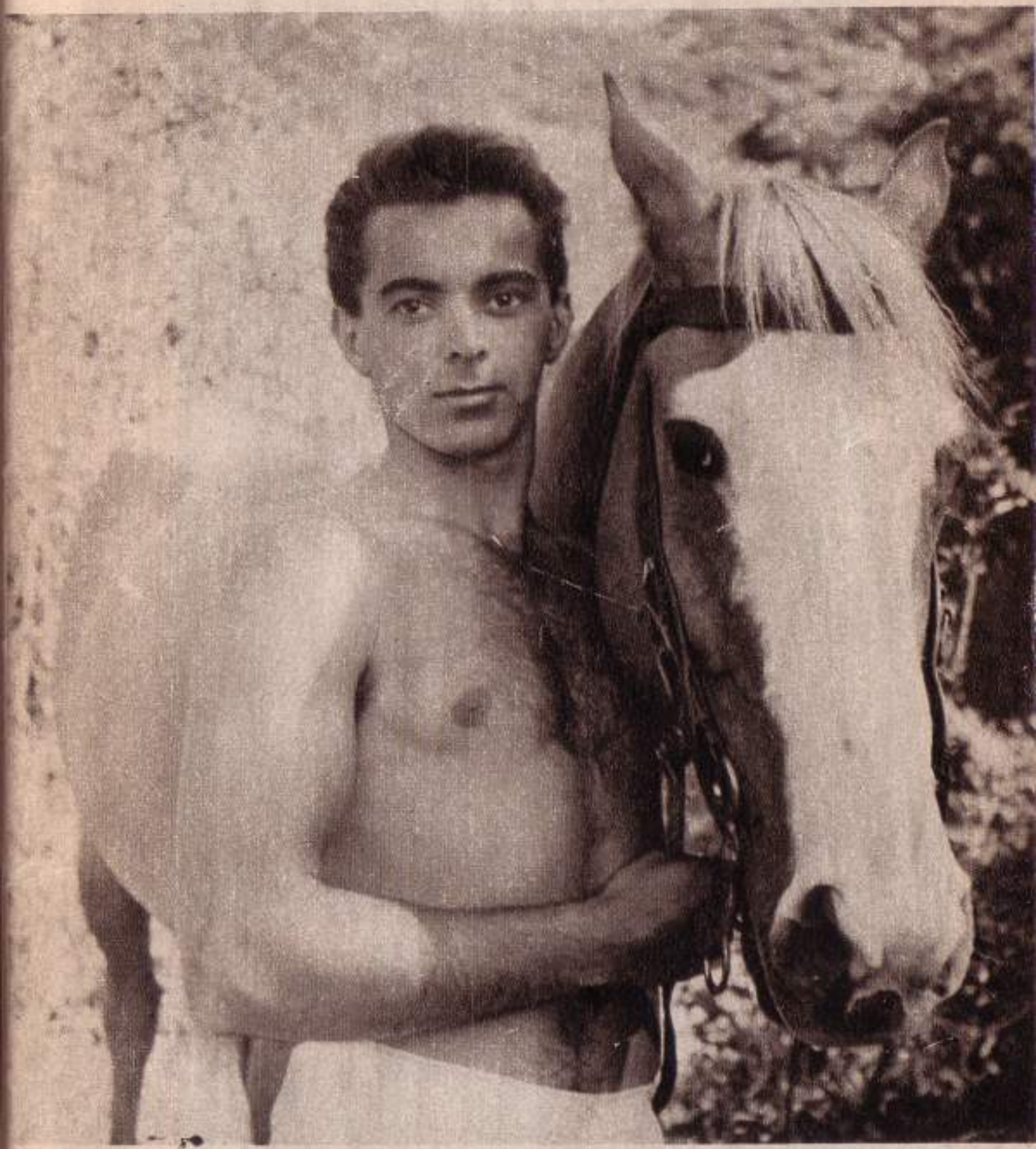
HAL AND PAL by Vulcan

■ Just two issues ago we printed a single photograph of a handsome young dancer who works in Hollywood films. His name — Haldor de Becker . . . Hal for short. It was the only picture we had and our mail on Hal was so heavy that we appealed to our good friend Vulcan to whip us up another batch. Ever the obliging one, Vulcan went us one better. In addition to Hal we also have Pal, a friend of Hal's. In these beautiful sylvan studies made at Sunset Ranch (*Continued on page* 48)

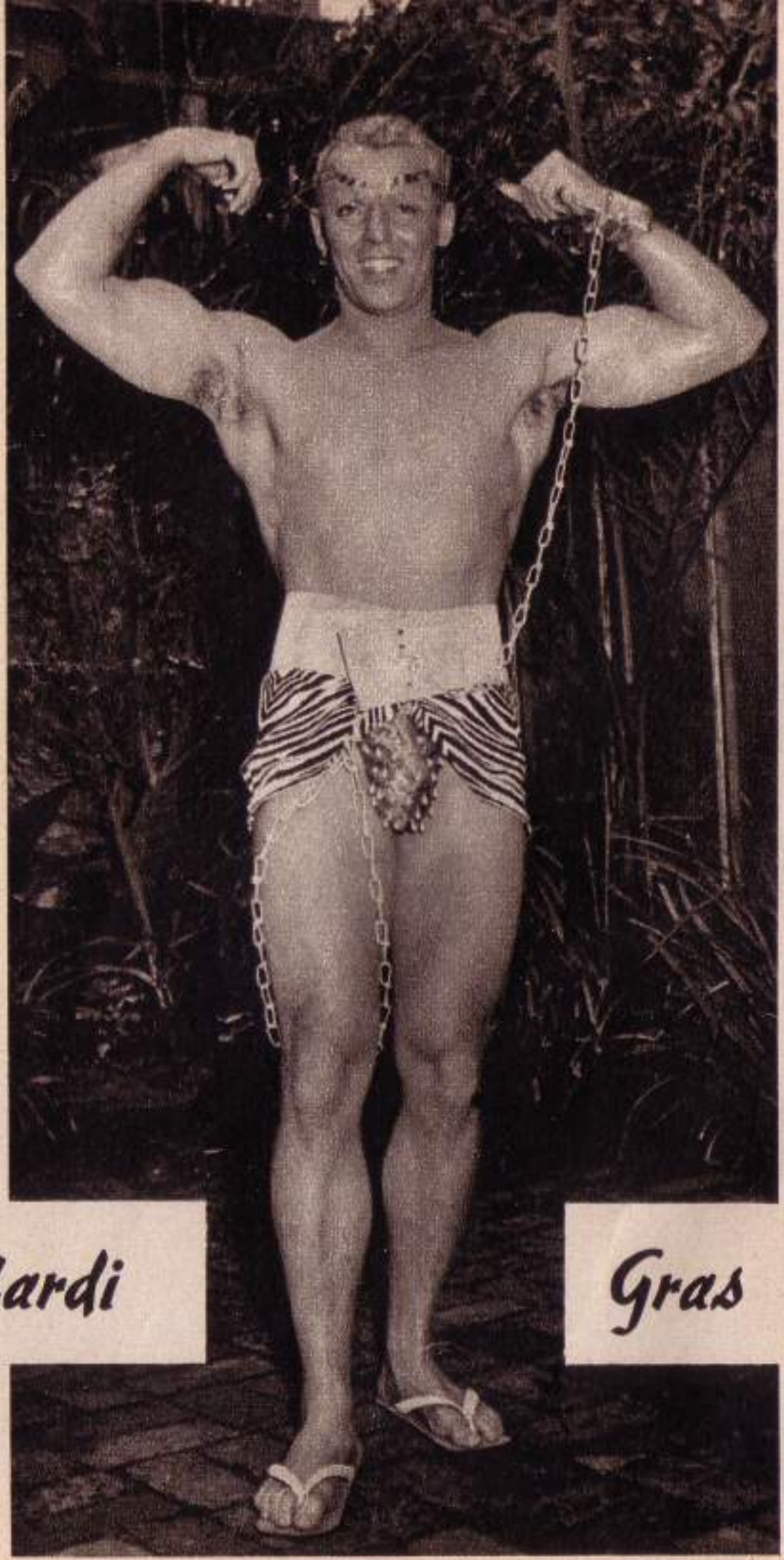
PAL IS VERY PHOTOGENIC TOO



MAN'S NOBLEST FRIEND



TRAIL BUDDIES



★ Mardi Gras ★ ★

ALL workout and no play makes Jack Bodybuilder a pretty dull fellow. Or as someone has it — when exercise becomes a chore, bodybuilding is a bore.

Sharing this philosophy is a funloving group of fellows who, though dedicated bodybuilders, nevertheless seize every occasion to kick off their gym shoes, let down their hair and just live it up a little.

One such happy occasion was last Mardi Gras — that one day which brings out the Till Eulenspiegel in all of us — when King Carnival reigns and merriment is the order of the day.

Recording these carnival hijinks for posterity, Bruce of Los Angeles has come up with a catalog (*Continued on page* 48)

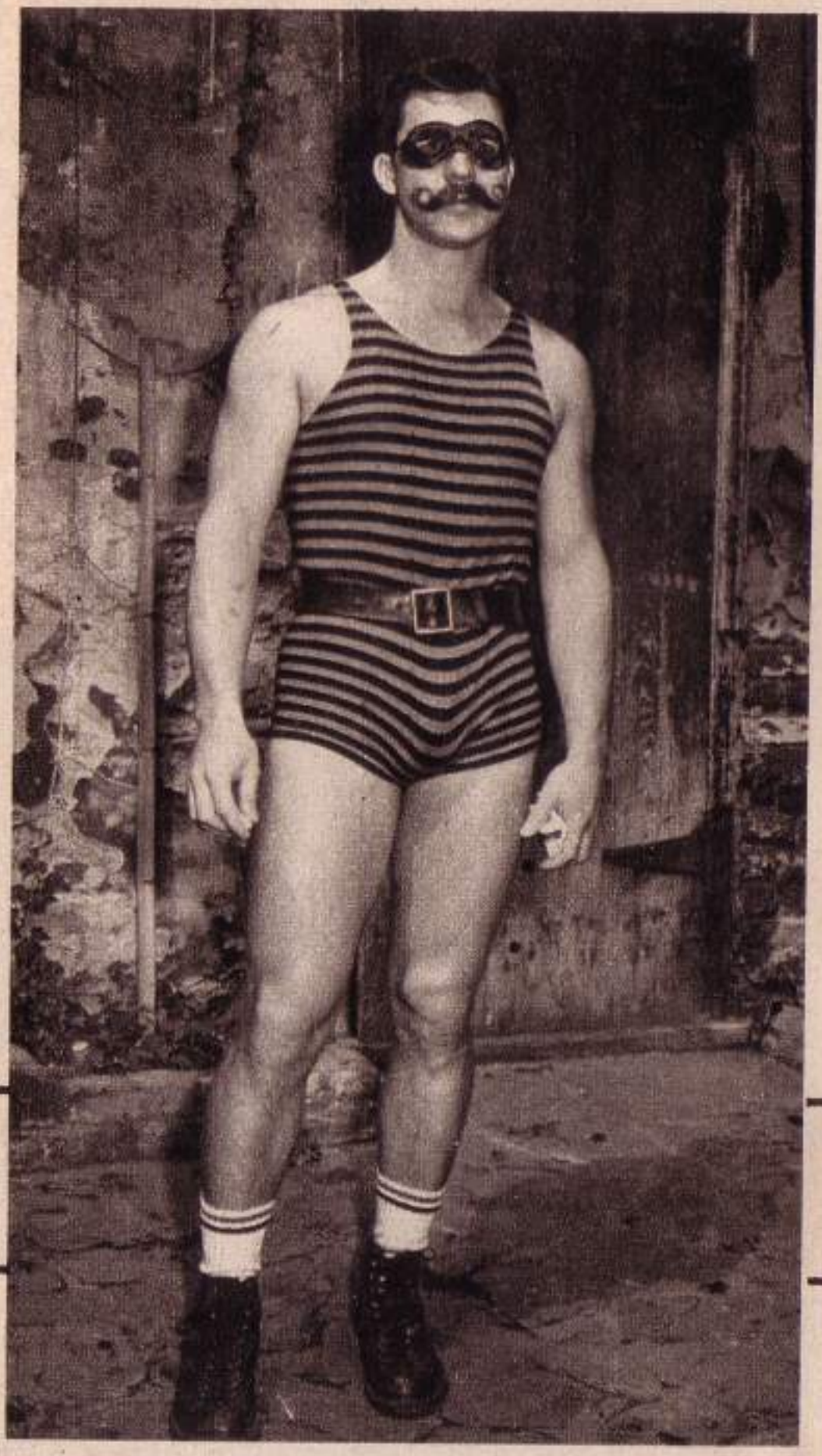
"AINT NO CHAINS CAN BIND ME!" SAYS BILL MACKENZIE, NOTED FOR HIS HANDSOME LEGS.

BUSTY AND BUMPSIE —THE BAZOOM GIRLS

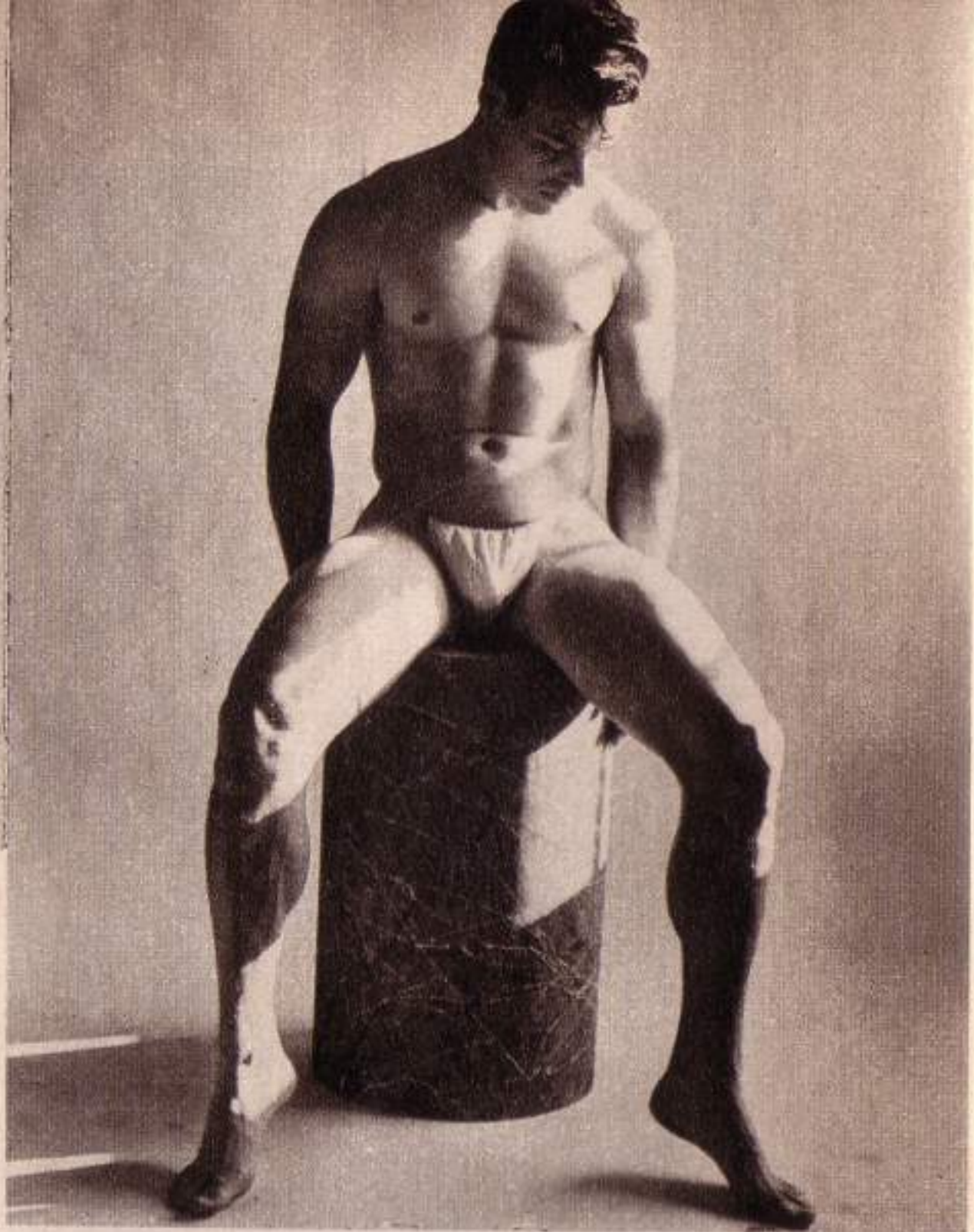
★ ★ ★ ★

★

SHADES OF THE GAY NINETIES



IS HE BACCHUS, PAN OR "SUPER-PAN"?



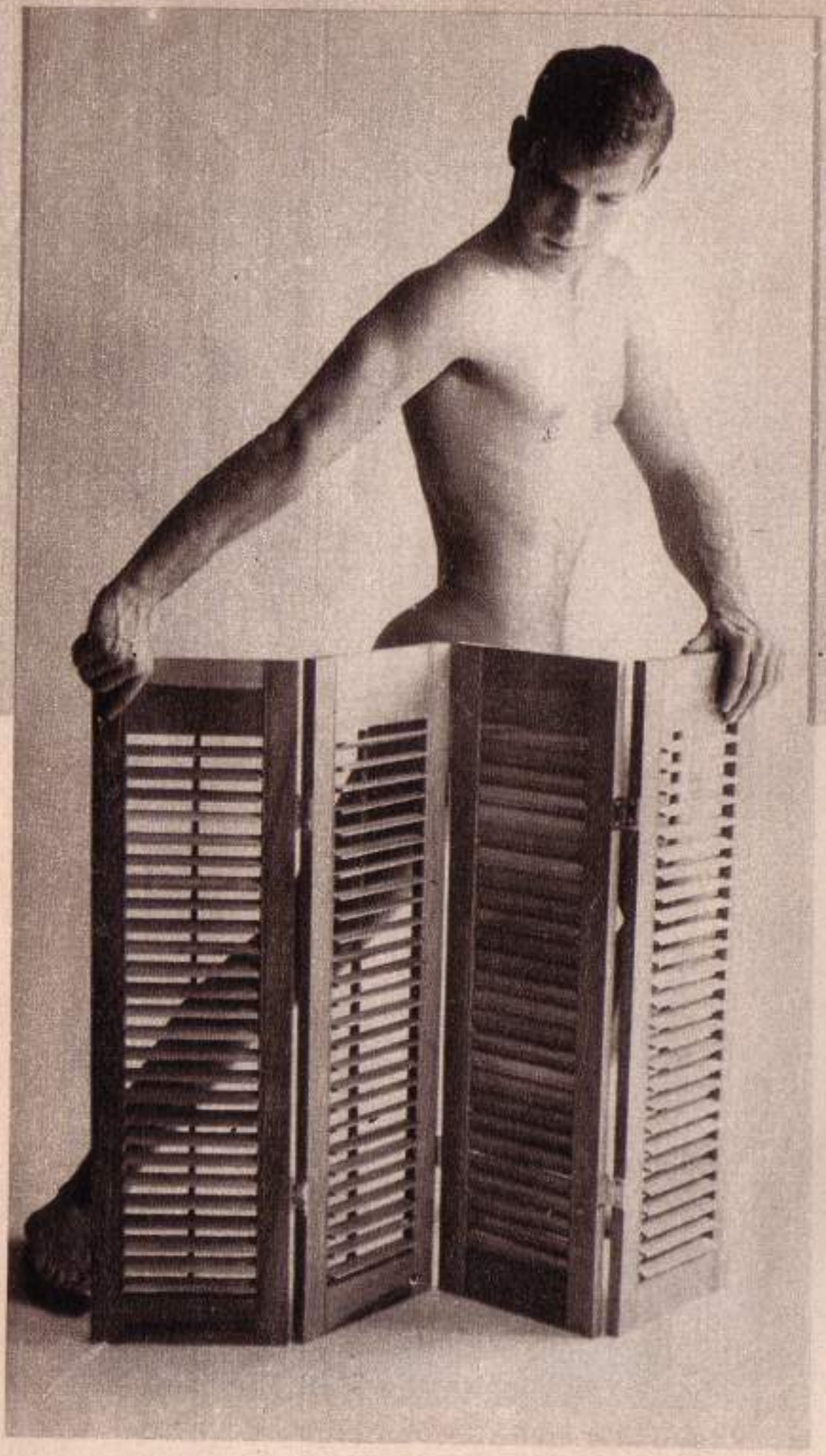
RONNY HARTFORD by Vulcan

Sparks from the Vulcan Forge

■ Departing just once from our usual practice of spotlighting a single Vulcan model, we have elected to feature three young men who are poles apart in their approach to bodybuilding, but who, like an interweaving of contrapuntal melodies, make music together.

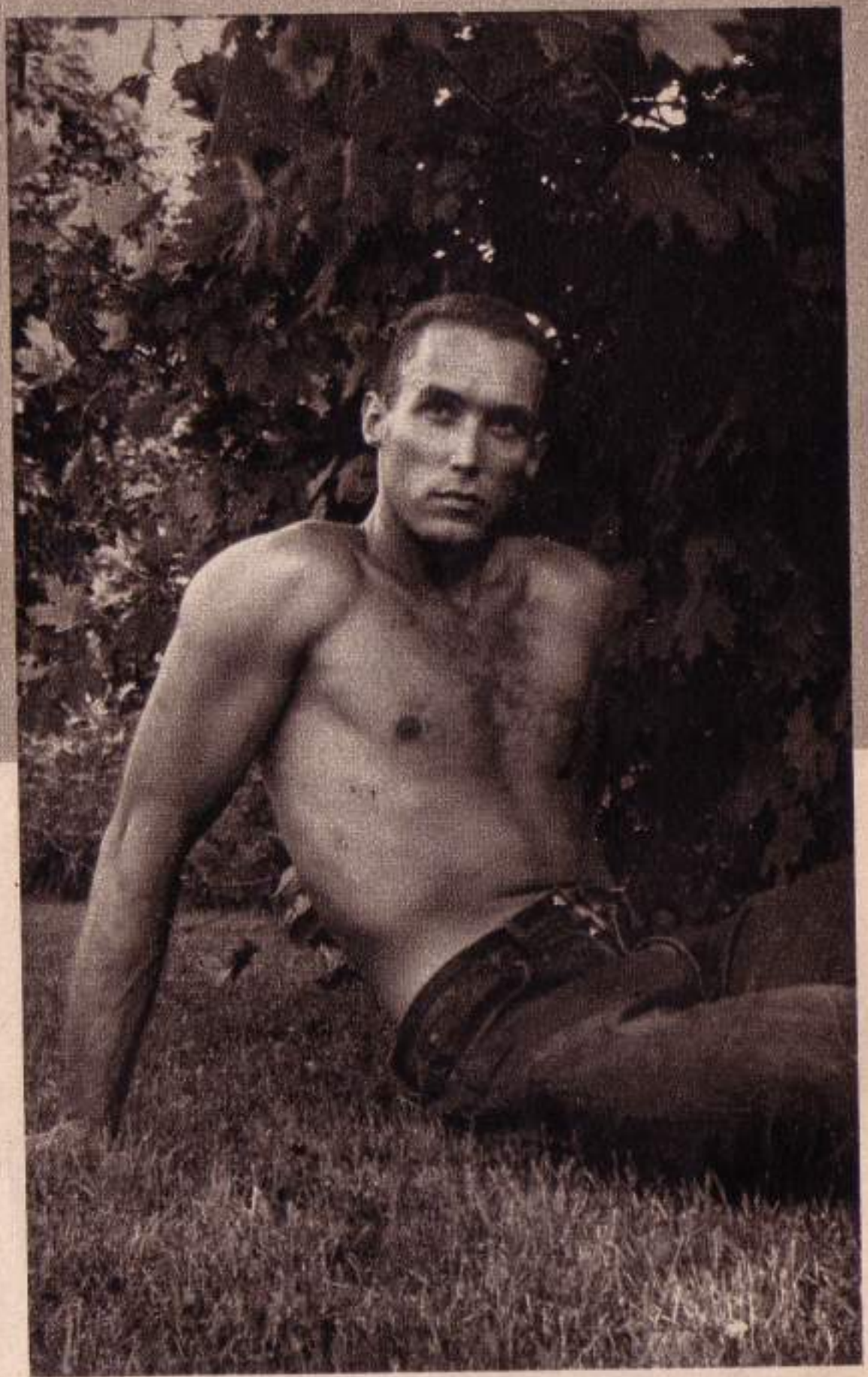
Ronny Hartford (what would *Adonis* be without a brand-new Ron each month?) is (*Continued on page* 54)

RONNY—VARIATION AGITATO

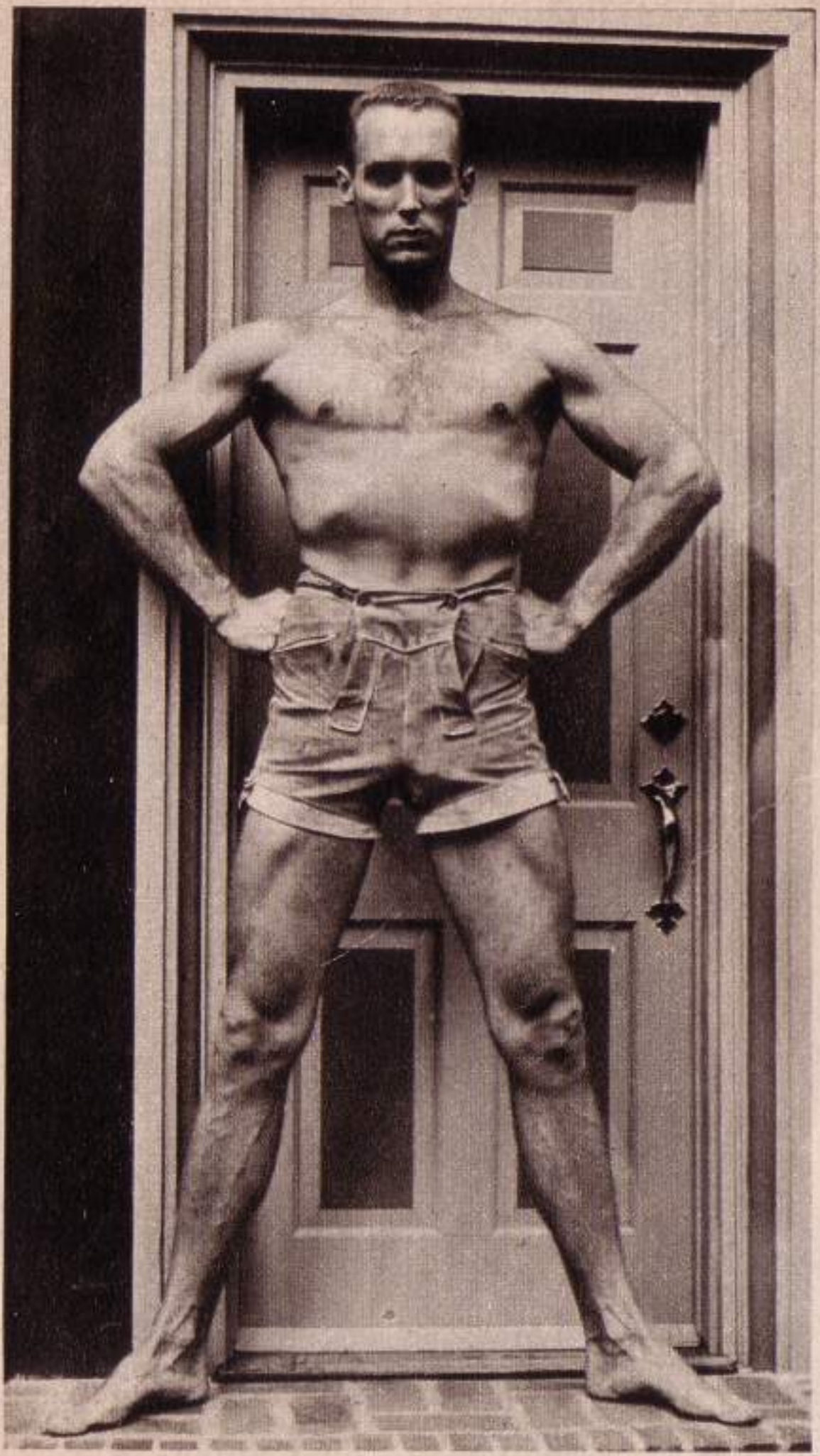


◀ DAVE STONE by Vulcan

DAVE—VARIATION PENSEROSO



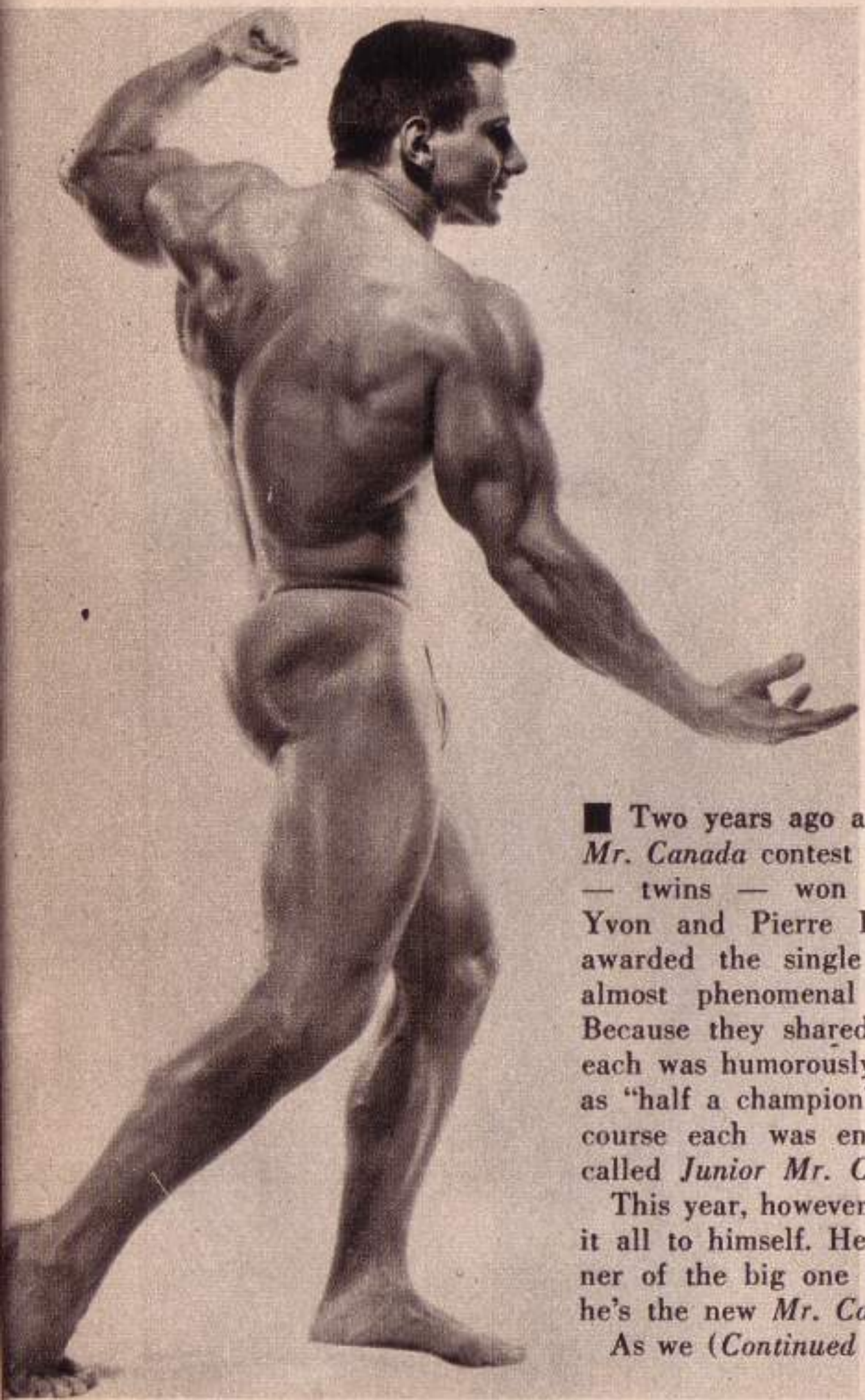
JON ANDREWS by Vulcan JON—VARIATION DRAMMATICO



HALF A CHAMPION!

PIERRE BRUNET
"MR. CANADA"
by Caruso

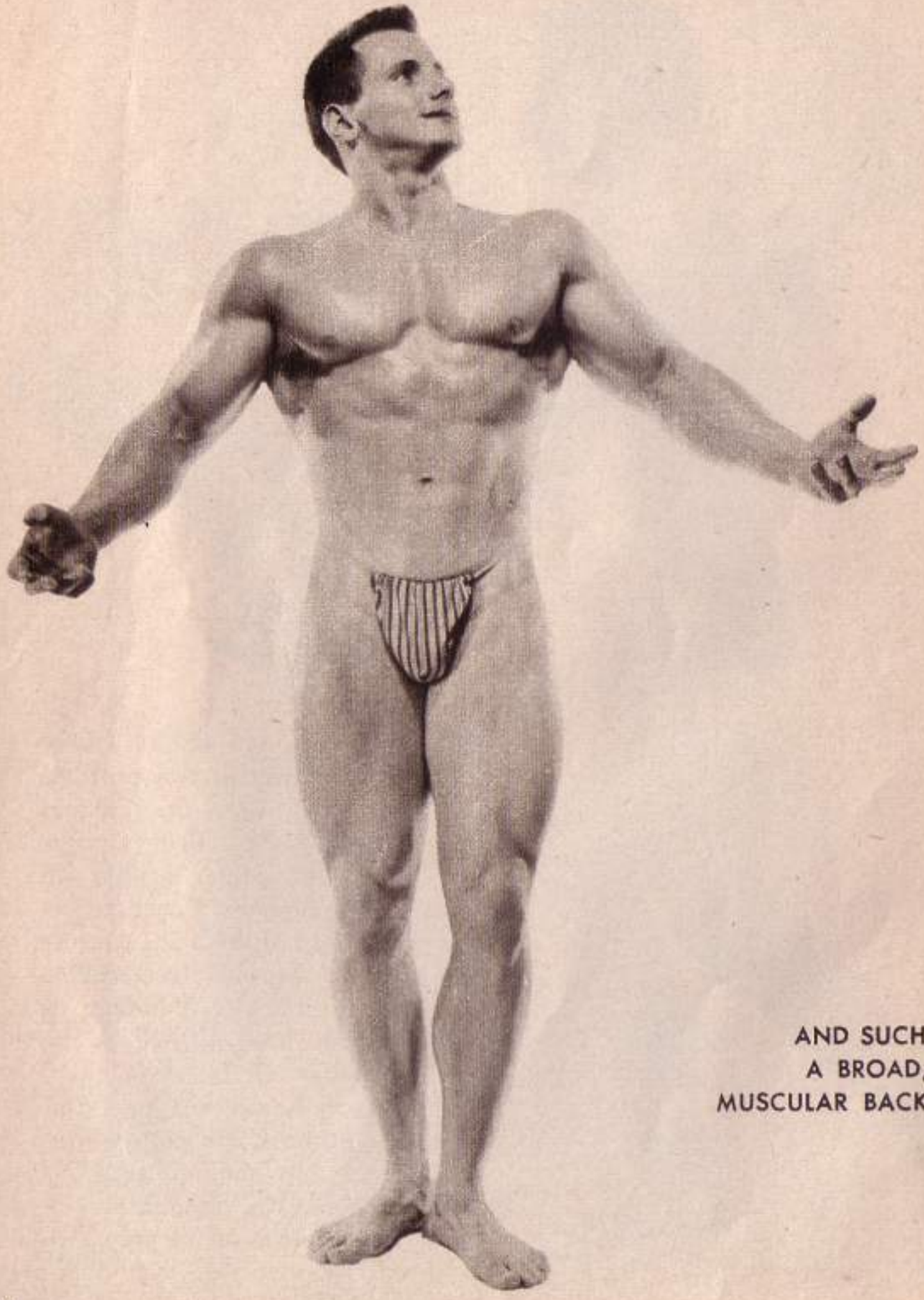
PERFECT
SYMMETRY ▶



■ Two years ago at the *Junior Mr. Canada* contest two brothers — twins — won first place! Yvon and Pierre Brunet were awarded the single trophy, an almost phenomenal occurrence. Because they shared the trophy each was humorously referred to as "half a champion", though of course each was entitled to be called *Junior Mr. Canada.*

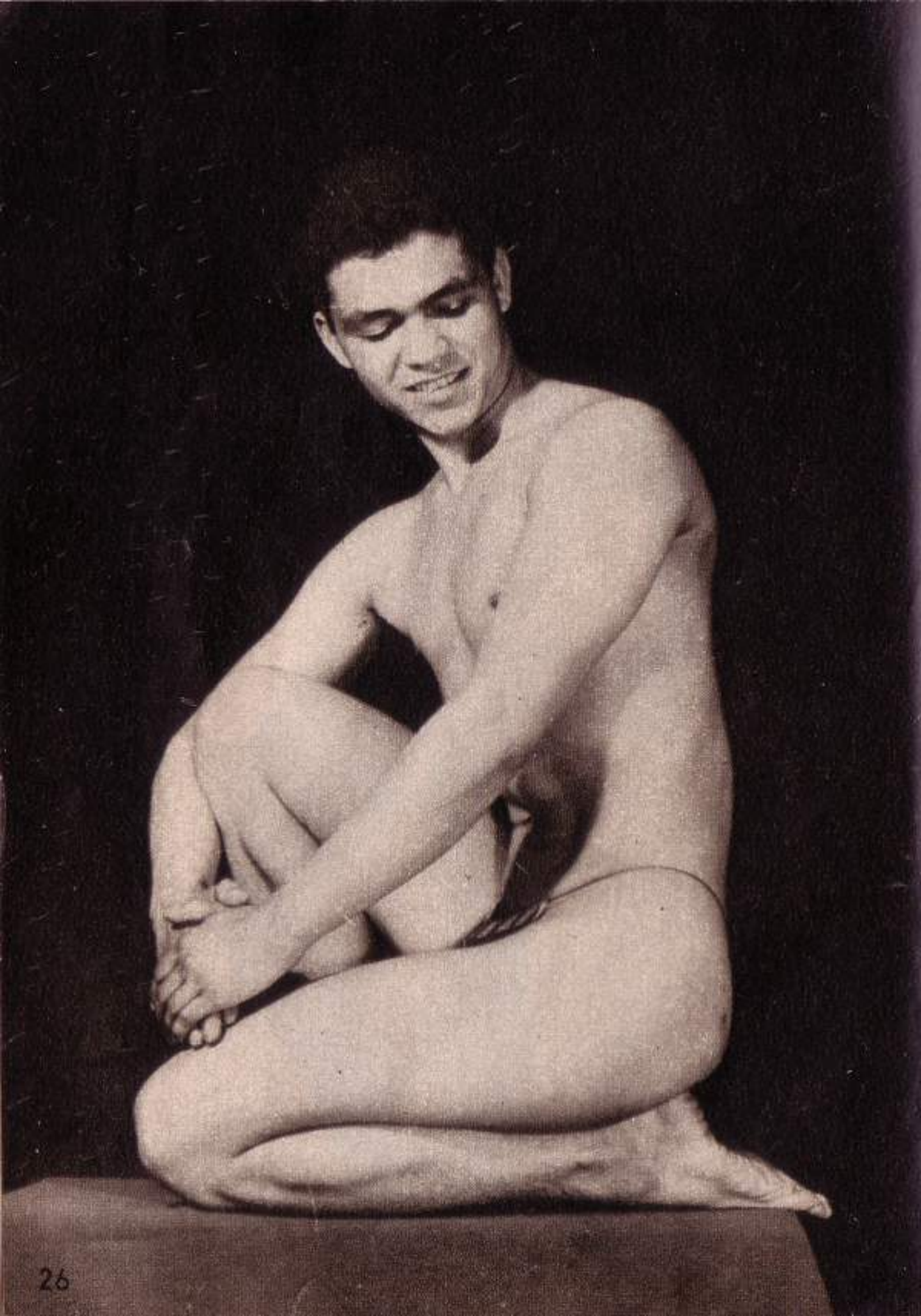
This year, however, Pierre had it all to himself. He is the winner of the big one up there — he's the new *Mr. Canada.*

As we (*Continued on page* 55)



AND SUCH
A BROAD,
MUSCULAR BACK

BEAUTIFUL CLASSICISM
OF ARMS AND
SHOULDERS

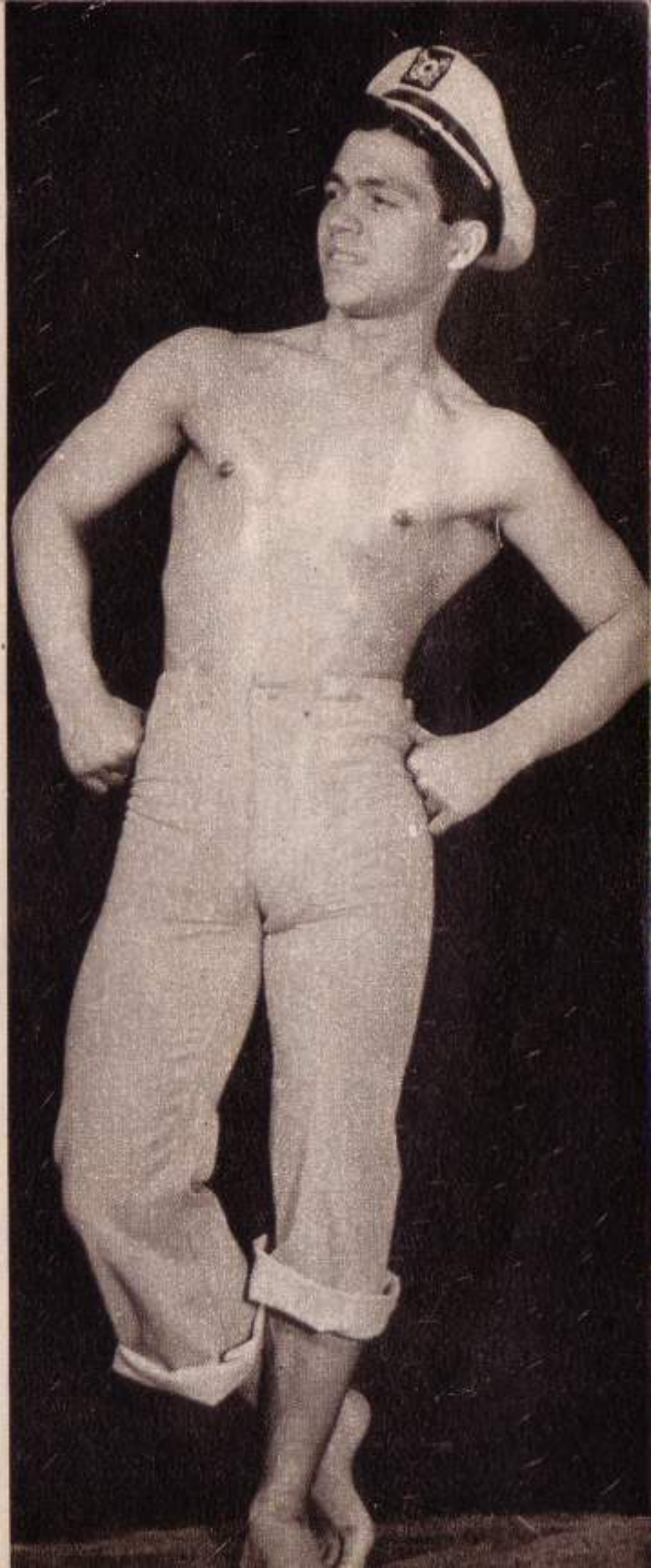


HERNANDEZ

■ By now you readers of *Adonis* and *Body Beautiful* have become familiar with the camera artistry of Charles Rider who makes a specialty of . photographing young Spanish-American bodybuilders.

First in our series was Bennie Santiago, followed by Sammy Munoz, Luis Carillo and the Gonzales brothers, Ronnie and Speedy.

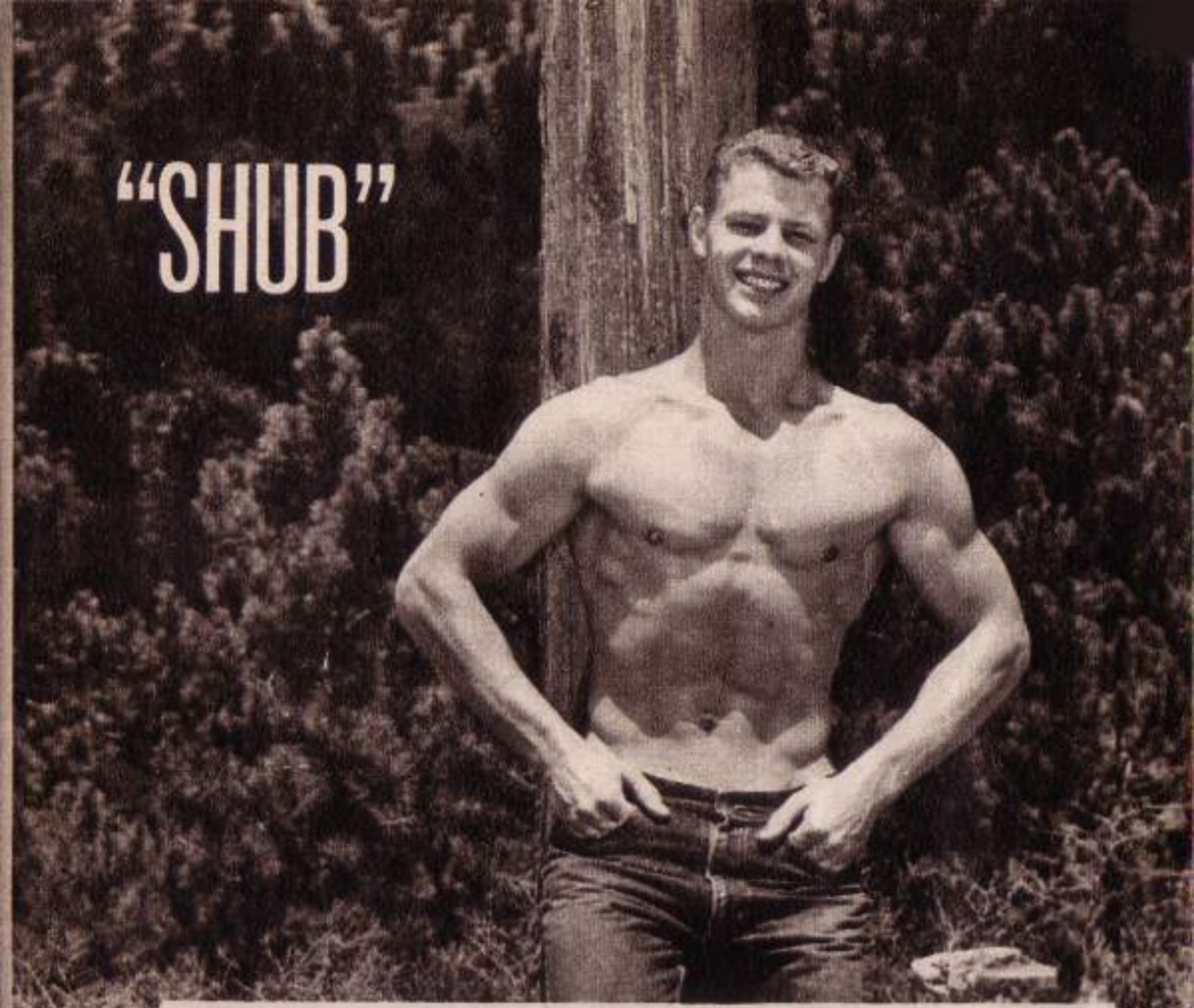
Number Five in our Hispanic Series is an 18 year-old bodybuilder who is now in the U.S. Army Airborne Troops. His name is George Hernandez and (*Continued on page* 51



◀ GEORGE HERNANDEZ
by Charles Rider
339 W. 71 st. N.Y.
A NAUTICAL ONE ▶

AND AN UNUSUALLY
GRACEFUL ONE

"SHUB"

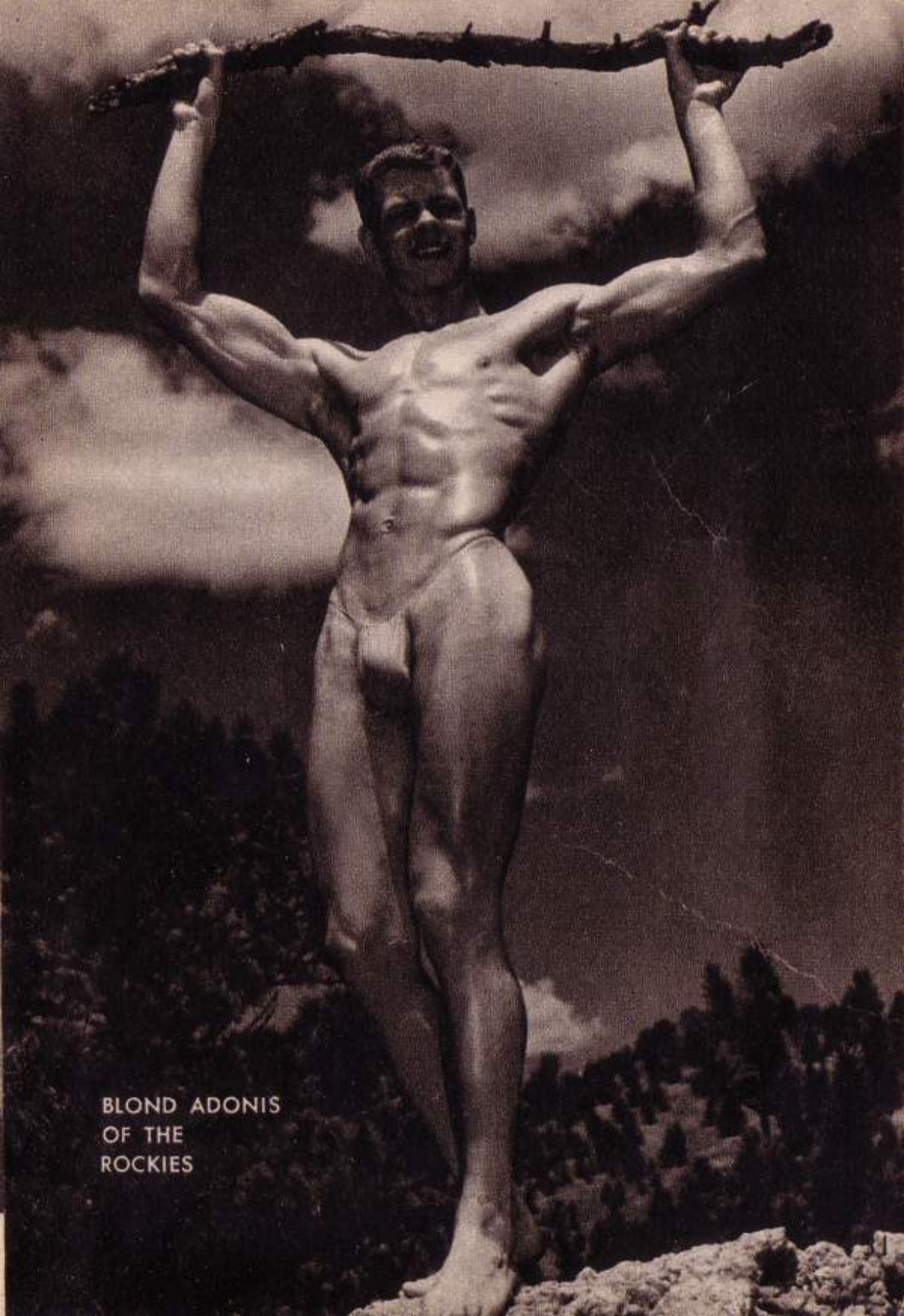


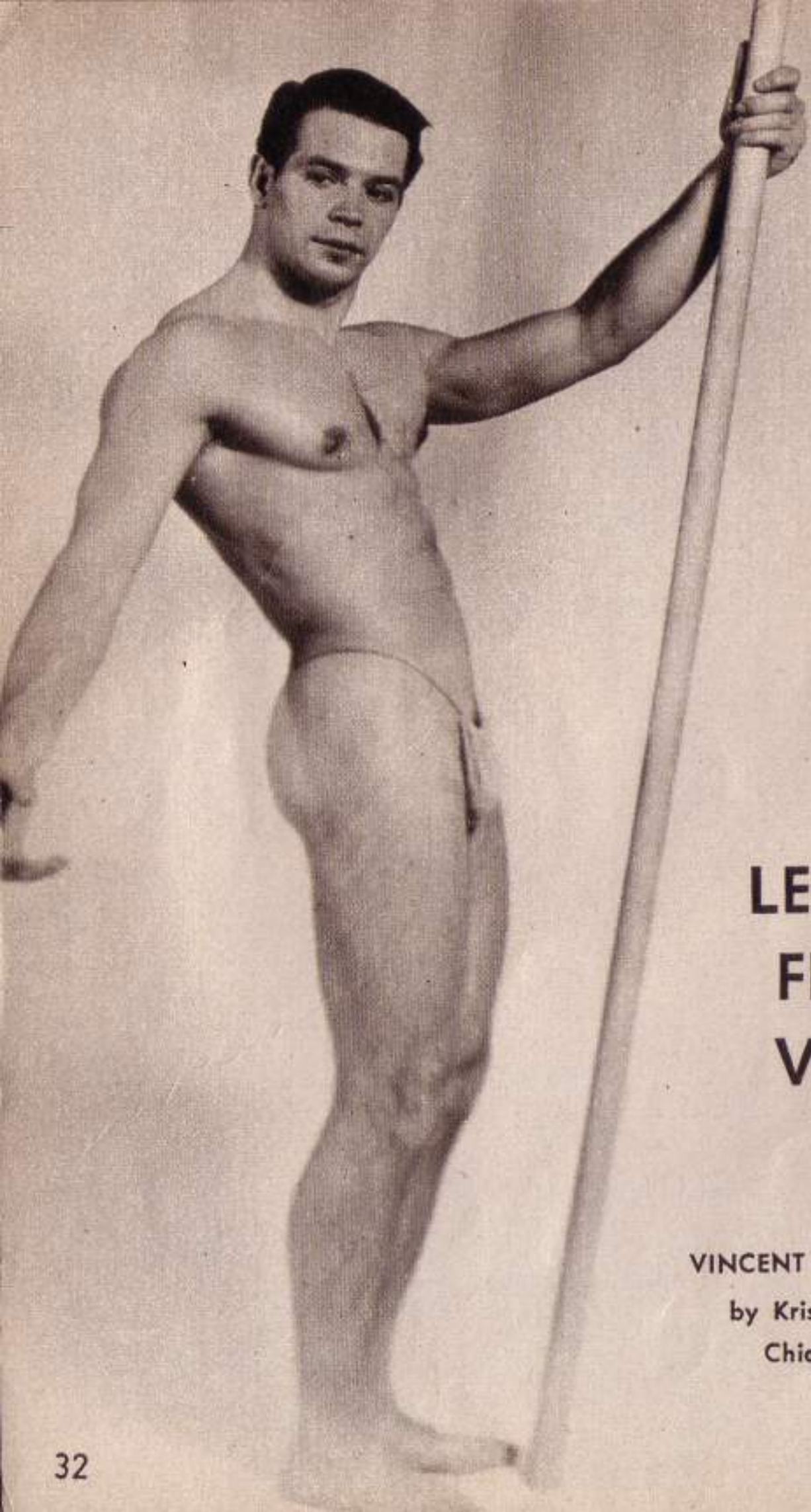
■ That's what they've nicknamed Sherwood Cartee. This handsome six-footer is as personable as he is muscular, and liked by everyone.

He has put his muscles to good use in a variety of sports. He was a runner-up in the Iowa state high-school wrestling championships, heavyweight division. An avid bodybuilder (barbell division) he's also done heavy construction work which has helped his muscles grow. Shub is now in the Air Force.

These photographs are by Western Photography Guild, Box 2801, Denver, Colorado.

SHUB—
HIGH ON A
WINDY HILL


BLOND ADONIS
OF THE
ROCKIES

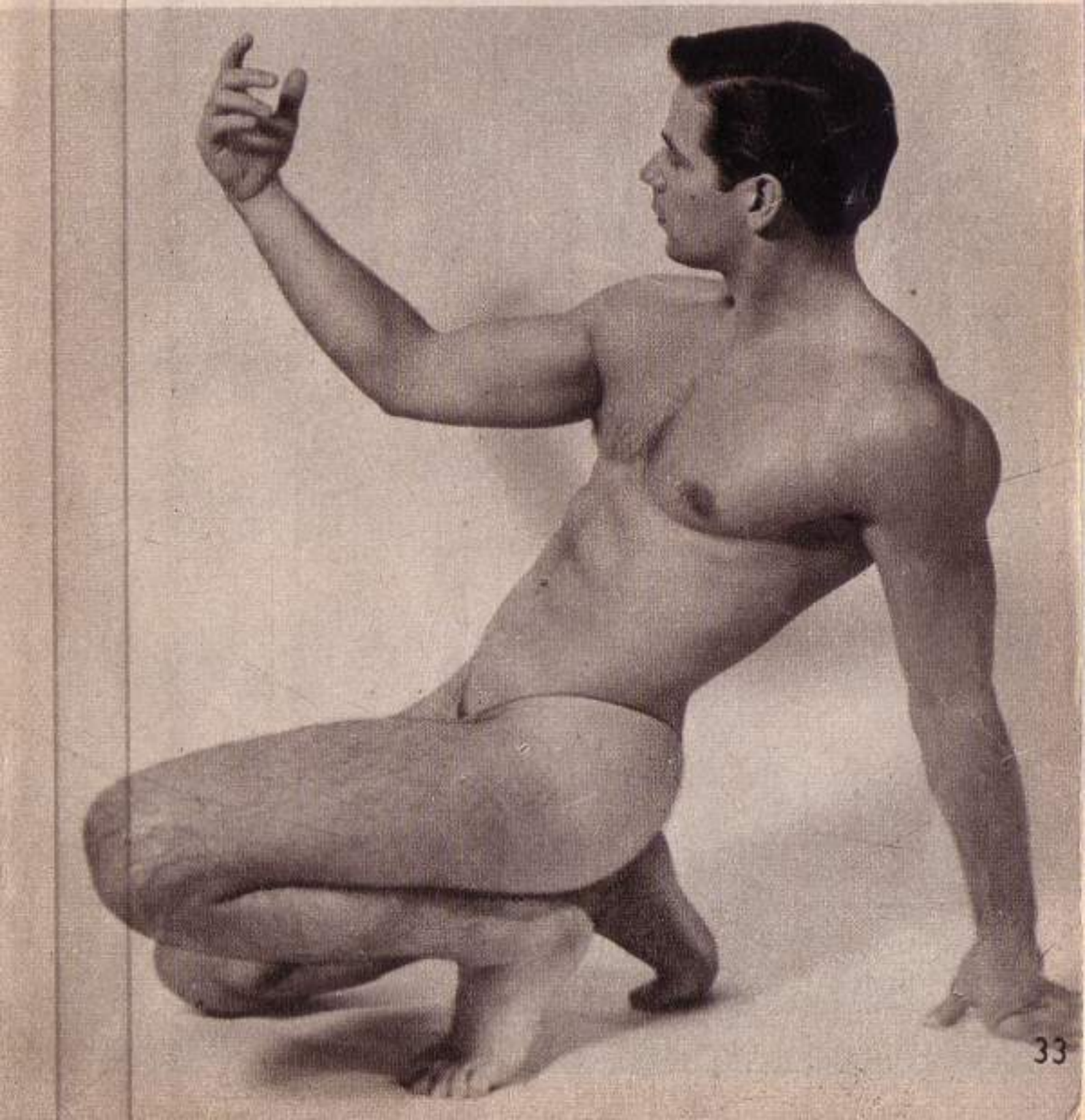


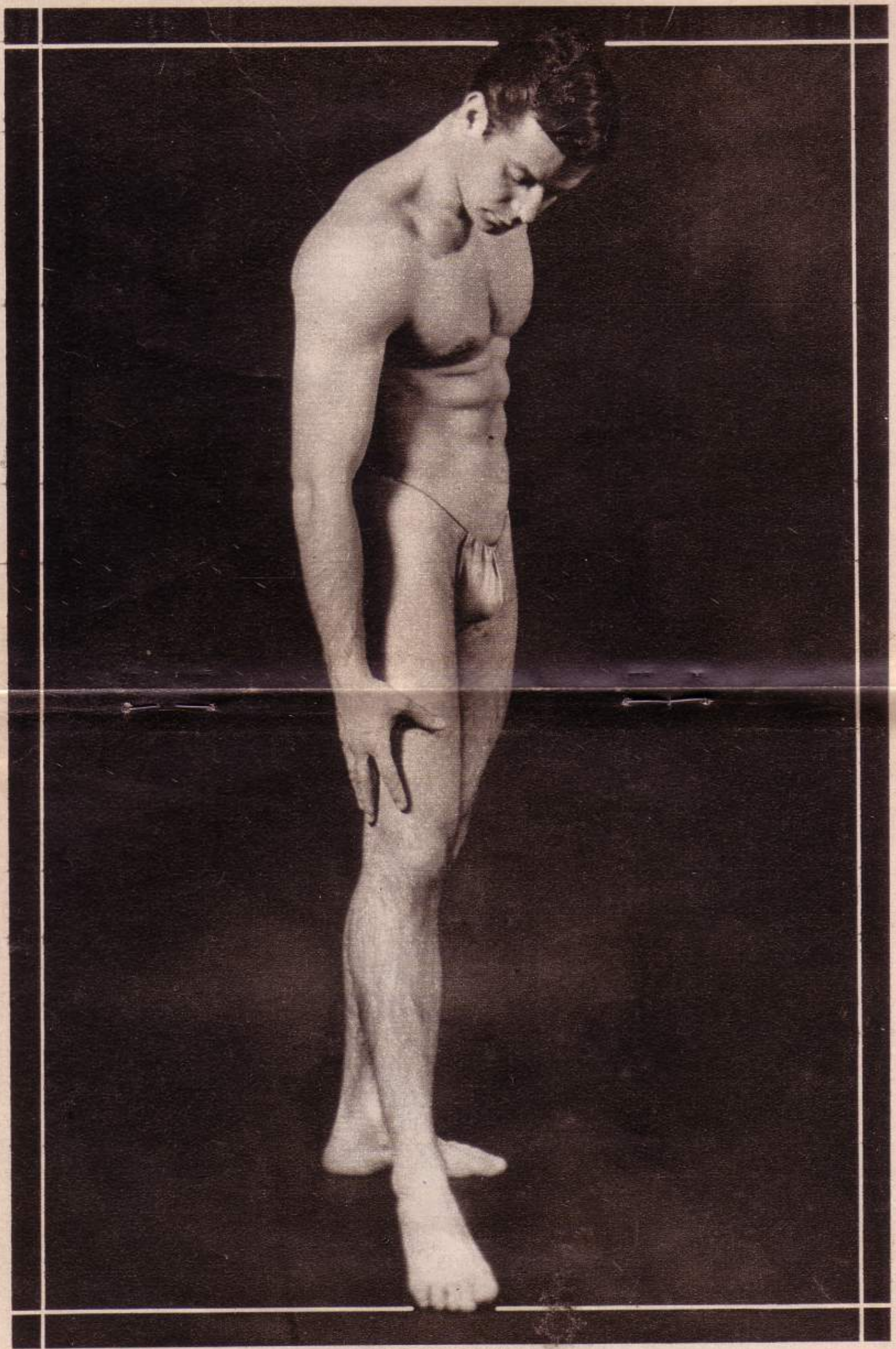
A LETTER FROM VINCE

VINCENT ORLANDINI
by Kris, Box 1251;
Chicago 90, Ill.

■ In earlier issues of *Adonis* and *Body Beautiful* we offered an occasional photograph of the famous young Chicago model, Vincent Orlandini. Sporadic as they were they proved to be quite enough to start a demand for more. "Let's have more Orlandini!" was frequently the only line in a letter and the letters came in by hundreds. (*Continued on page* 50)

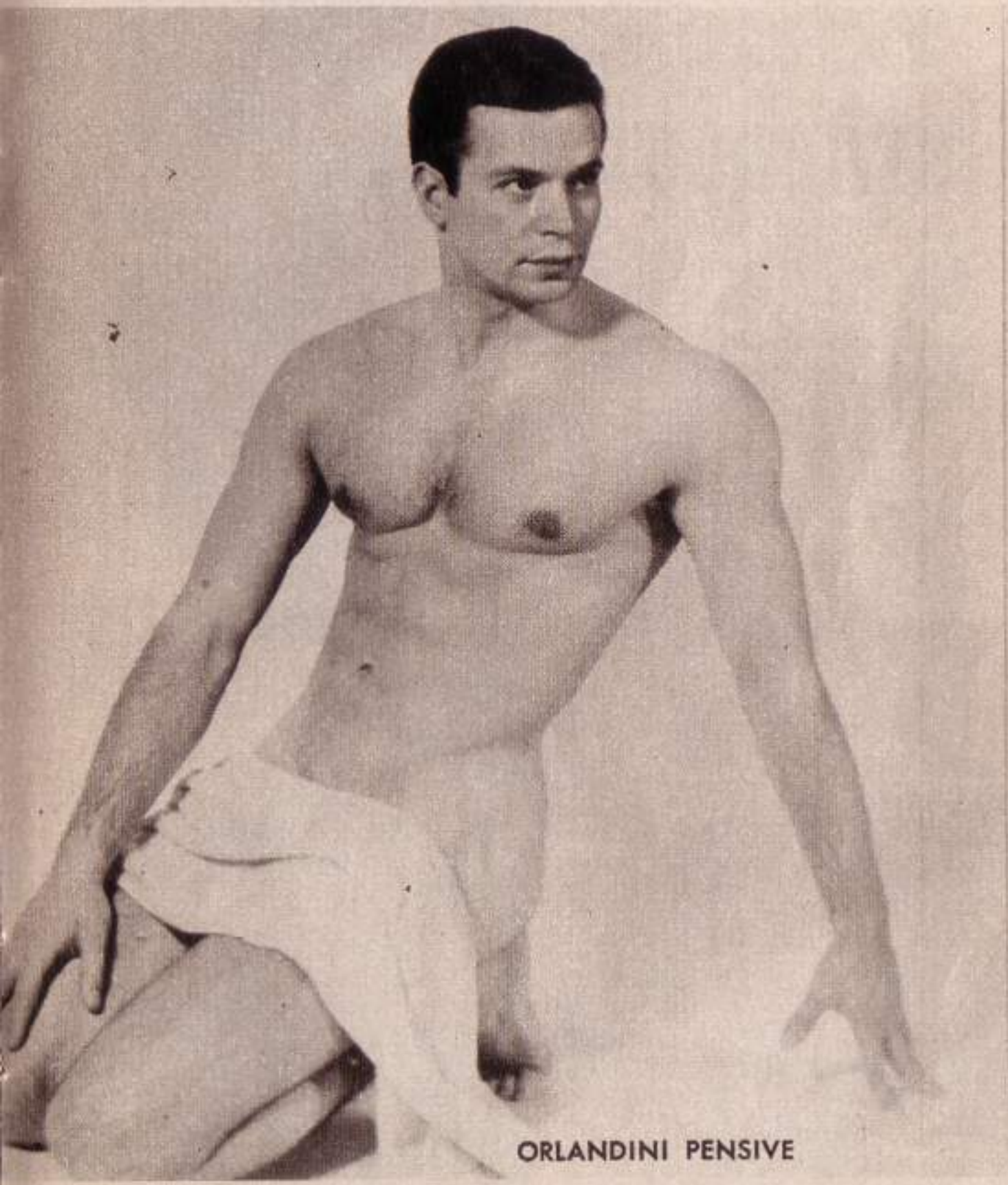
ORLANDINI- ESTHETIC





ORLANDINI DRAMATIC

◀ ORLANDINI CAPTIVE



ORLANDINI PENSIVE

Some new faces, some more familiar, but all of them avid bodybuilders —stars of tomorrow

STARDUST

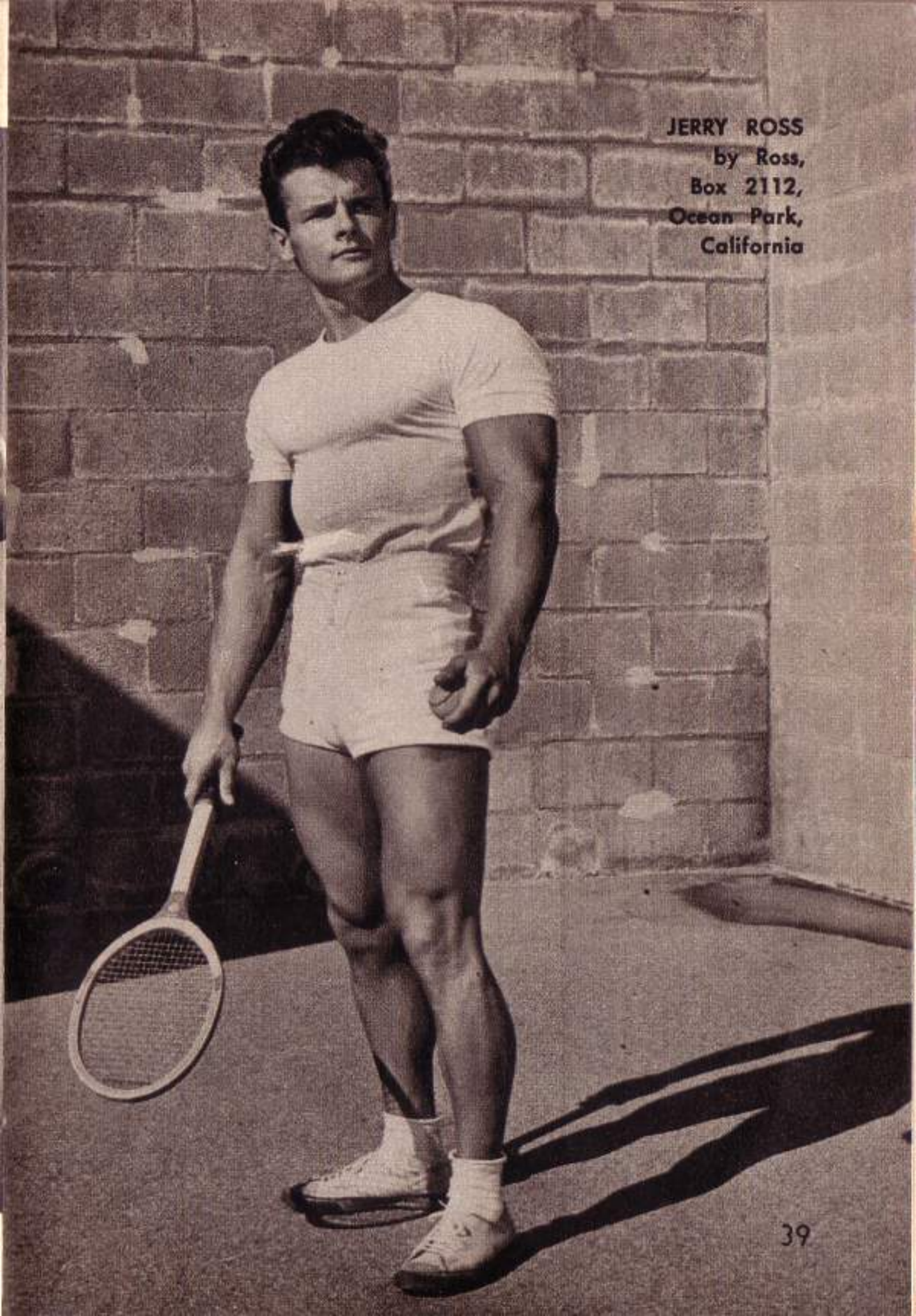
■ A real starmarker is M. Arax, whose photographs of Parisian physique stars frequently embellish this magazine. He has a handsome boy for us this month — Steve Parizot, runner-up in the *Junior Mr. Paris* contest.

Back by popular request is that master bodybuilder Jerry Ross. In this informal shot we've caught Jerry preparing a tennis serve. Note the massive musculature of this champion athlete. What terrific calves!

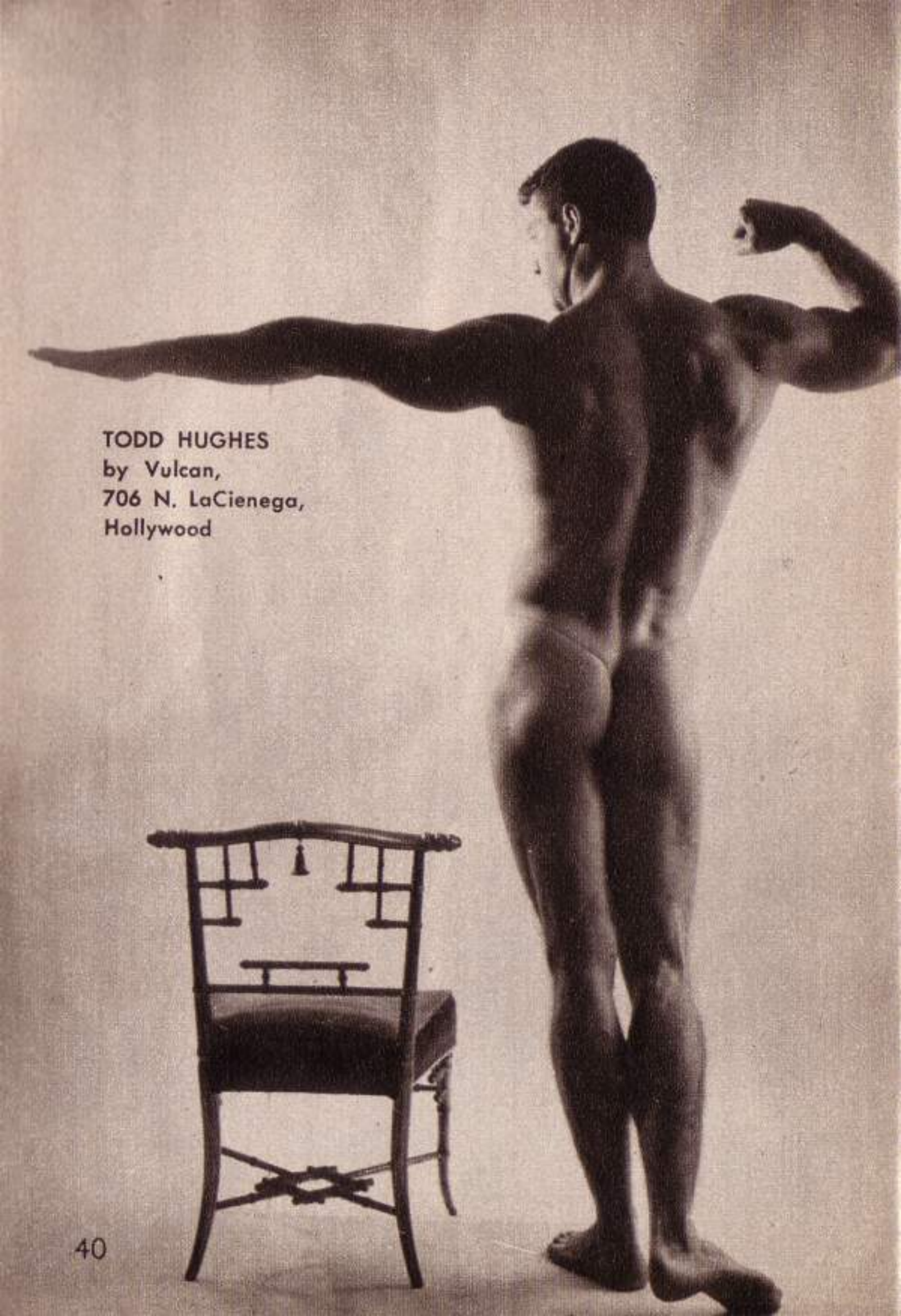
The soft lighting which is Vulcan's trademark brings out the strong clean symmetry of Todd Hughes' fine

(*Continued on page* 56)

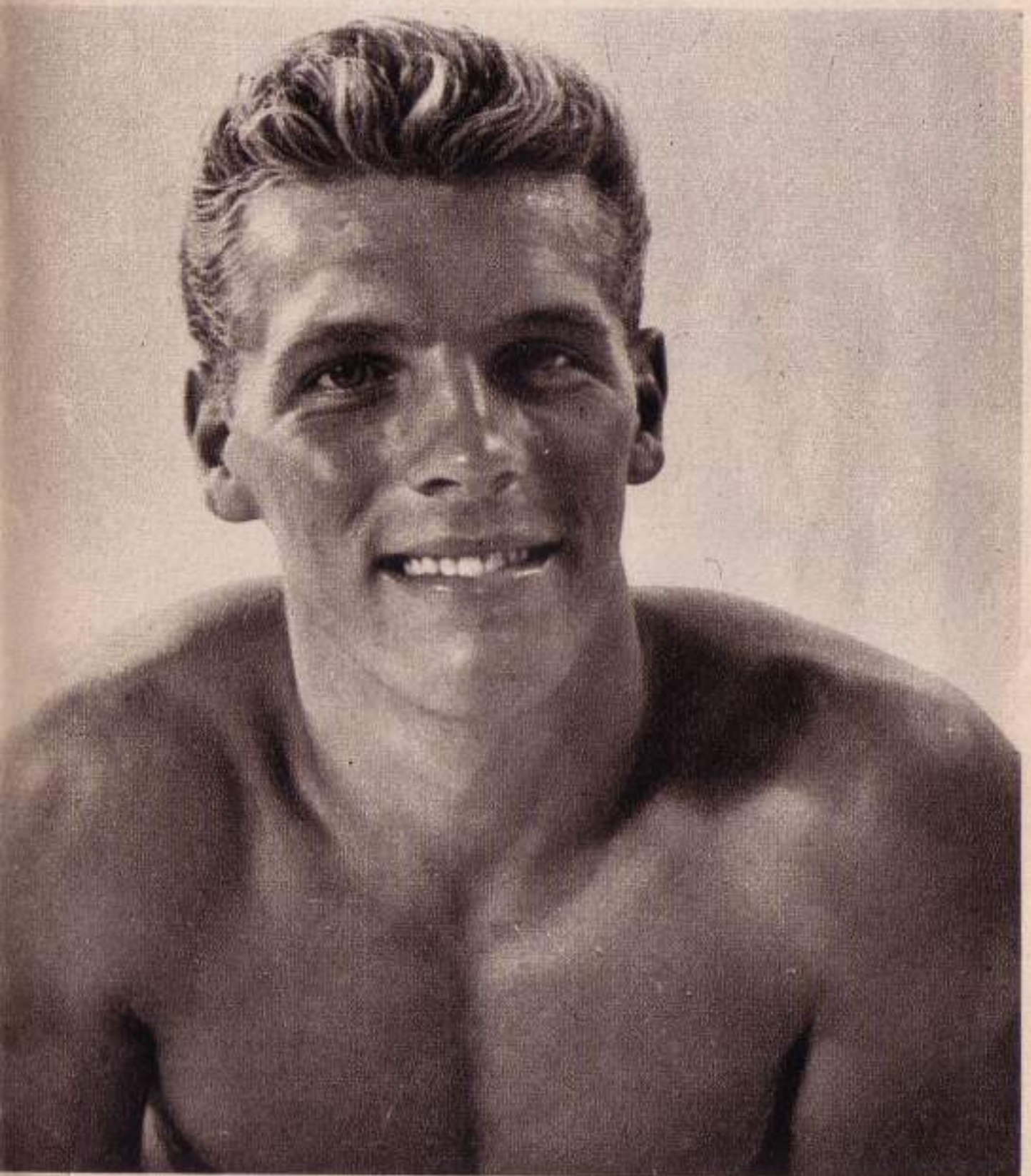
STEVE PARIZOT
by Arax, 31 Boulevard Raspail, Paris



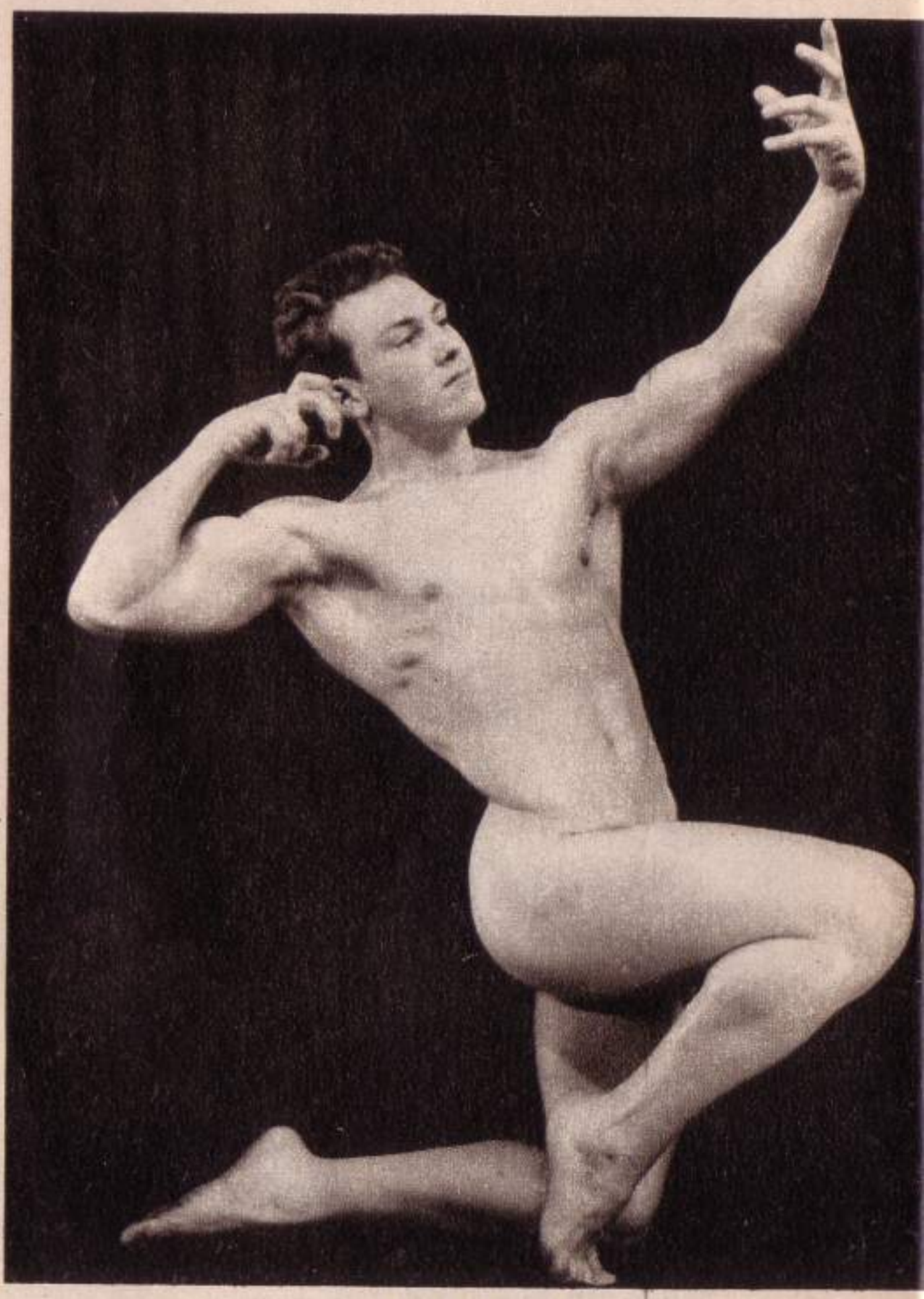
JERRY ROSS
by Ross,
Box 2112,
Ocean Park,
California



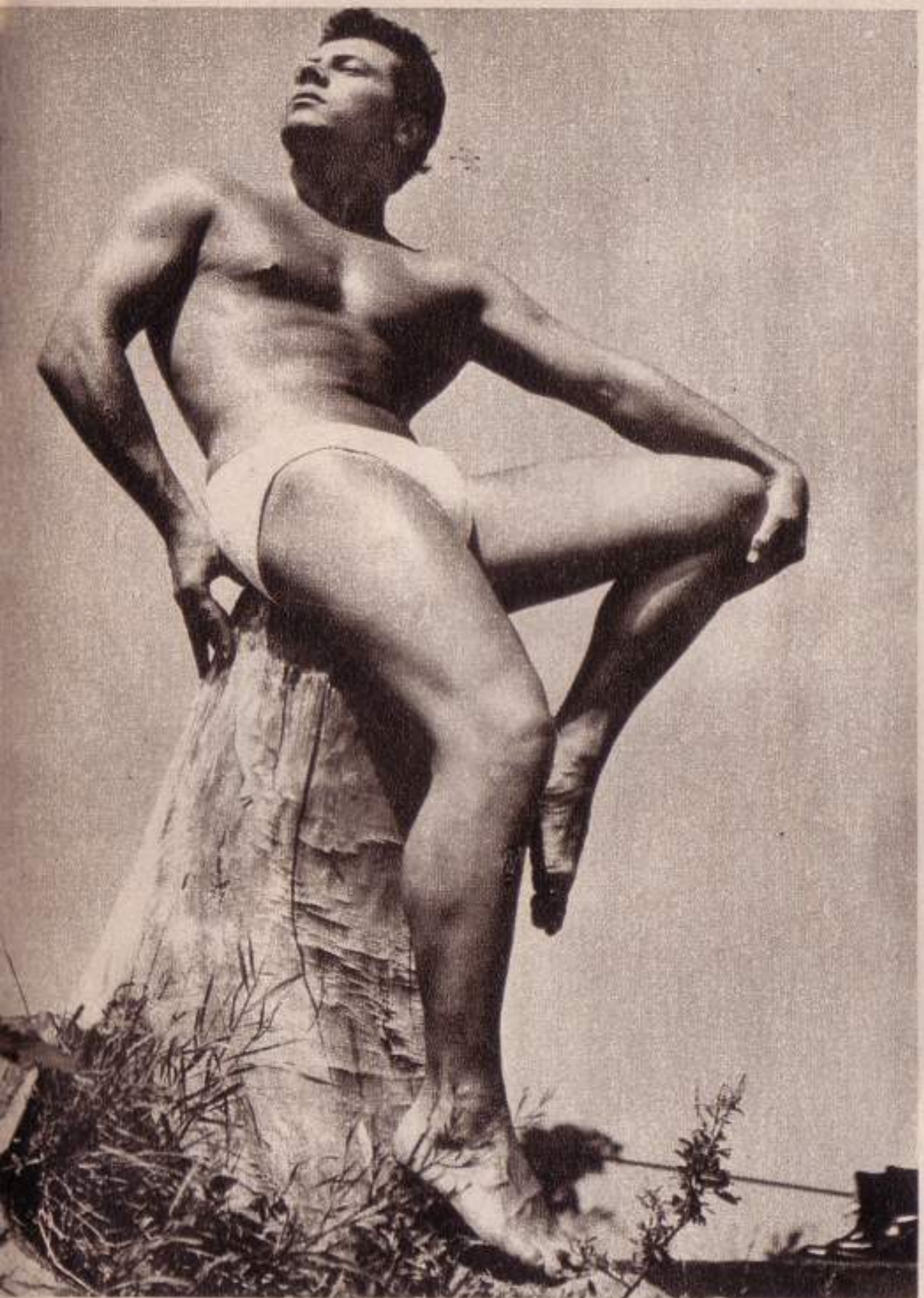
TODD HUGHES
by Vulcan,
706 N. LaCienega,
Hollywood



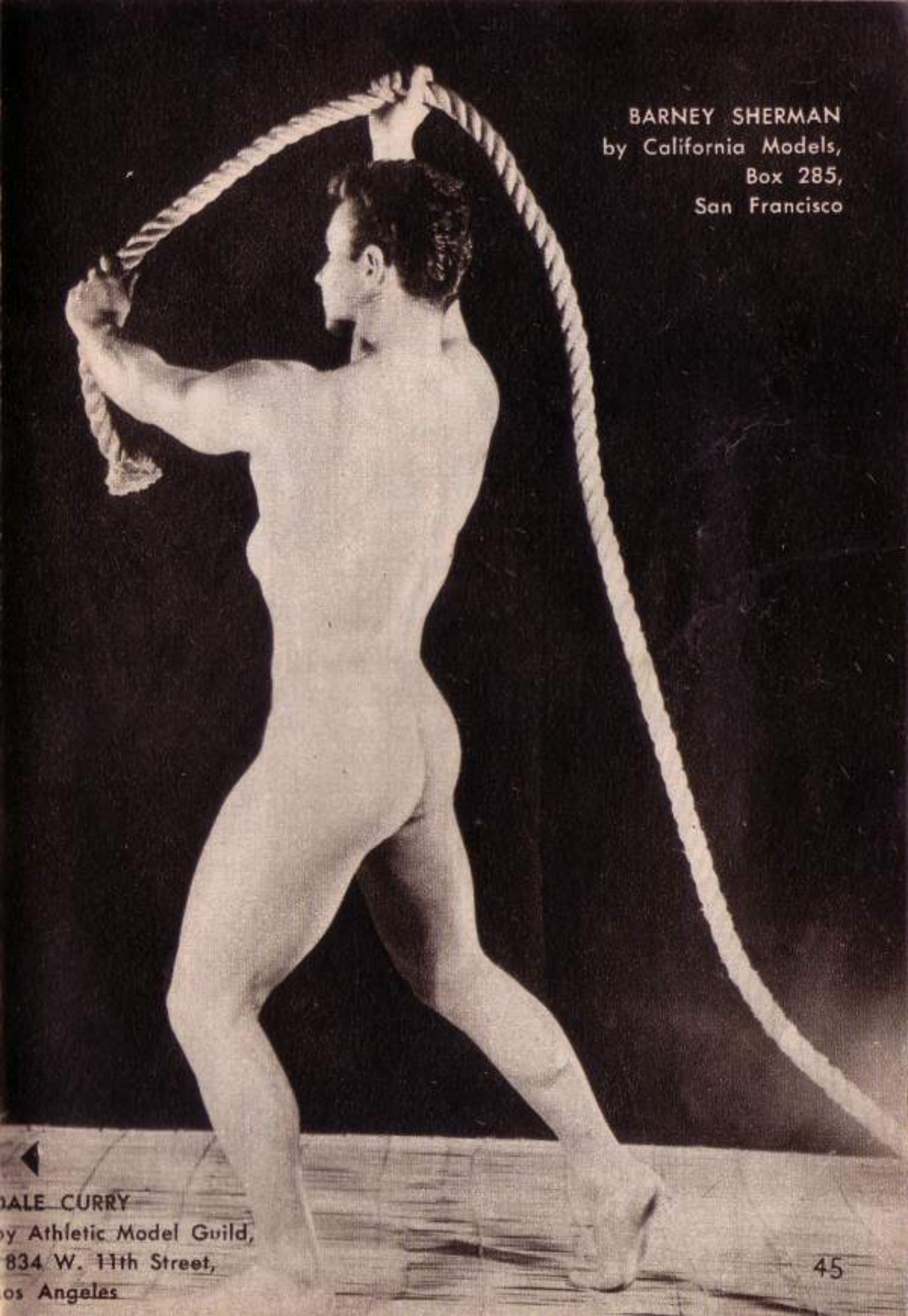
BOB HOVER by Togof,
125 E. 39th Street, New York



JOHNNY HOLDEN
by Domenique of London



JEAN-MARC SAWYER by Mark-One,
Box 32, Lachine, Quebec



BARNEY SHERMAN
by California Models,
Box 285,
San Francisco

◀

DALE CURRY
by Athletic Model Guild,
834 W. 11th Street,
os Angeles

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★ ★ ★

ON OUR COVERS

(*Continued from page* 3)

to resist. It's just as cool as the "cool" young athlete who dangles his pinkie so indolently in the water.

In an earlier issue we pointed out the amazing resemblance of Dick Harrison to Bob Hover, and now we give you a chance to see for yourself. We are again indebted to Warner-Delmontеque Studios for this amusing shot of Bob and Dick, who look more like brothers than friends. These boys make up our back cover.

An unusually handsome athlete makes his first appearance here. He's Jim Dugger our current *Junior Mr. America.* You'll find him just across the page with his trophy.

And on our inside back cover is strikingly-built Joe Eliason by Kris Studio. And now — here's hoping you'll like what you see inside the magazine.

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Illustrated bulletin #52—10¢

In this photograph Dave is wearing a Bandana, price $3, available in acetate, rayon, jersey in 20 colors.

ATHLETIC MODEL GUILD
1834 West 11th Street
Los Angeles 6, Calif.

HAL AND PAL

(*Continued from page* 9)

you find Hal and his beautiful Palomino horse in some of the most artistic creations ever made by Vulcan.

Pal is just five years old, and Hal is just twenty-five.

These are just a very few of the beautiful photographs that make up Catalog 66 by Vulcan, 706 North La-Cienega, Hollywood, California, who offers the catalog for one dollar.

MARDI GRAS

(*Continued from page* 13)

of twenty sensationally exciting and fantastic shots, four of which we show you here.

Because they are so unusual, so completely *outré*, we commend them to your attention. You'll find Bruce's advertisement elsewhere in this issue, or you may take it from here and send the lad $3.00 for the entire series. The address: Bruce of Los Angeles, Box 75305 (Sanford Station), Los Angeles 5.

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A LETTER FROM VINCE

(*Continued from page* 33)

We were finally able to contact Vince for some information about himself, and his photographer, Kris Studio, for additional pictures. Of the large group we received we've chosen five as best representing this handsome model in a variety of moods and poses. And here is what Vince has to say about himself:

"I am a professional model here in Chicago (fashion and advertising modeling, not physique). Also I'm a ballroom dancer — I combine the two as a career.

"My age is 27, and I've attended various schools and colleges, and I spent two years in the army, being stationed in Vienna in the 796th M.P. Battalion.

"As for bodybuilding, my program consists of swimming, running, pushups and so on. When I'm fortunate to have time to work out in a gymnasium I use everything

they have: weights, judo room, pool and boxing ring.

"I like to hike, dance, play chess and I read avidly all books on yoga, hypnosis and philosophy."

This gives a pretty good look in the Orlandini personality, and we think you'll agree that he's versatile and very well-rounded young man. More about Vince in issues to come.

HERNANDEZ

(*Continued from page* 27)

he is 5' 9" tall and weighs a neat 155.

Charlie tells us that George has always been interested in physical culture — that he has done considerable modeling in New York and hopes for a career in the theatre and television when his tour of duty is completed.

We think you'll like these excellent photographs of this sunny and beautifully-developed young Latin-American.

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THE HANDSOMEST NEW MODEL OF THE YEAR!!

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Popular Physique Star

in a brand-new series

8—35mm color slides $3
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Two Swiss-German teenagers photographed in Zurich forest. 16 dual and single poses in Catalog 39

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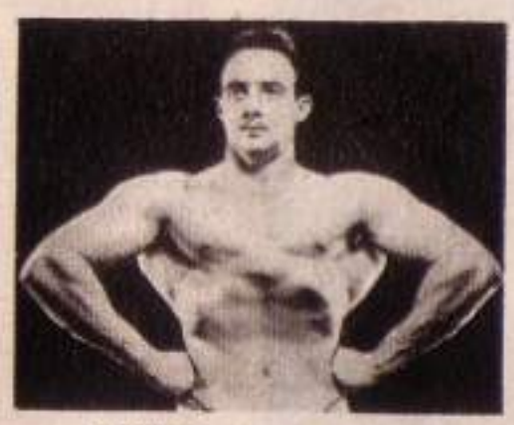
SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)



GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you **will** gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

Weider Food Supplements, A
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Union City, N. J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) ....$ 3.85
—3 pts. (3 month supply) ...$10.00

Tablets —100 Tablets $3.50
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No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

BRUCE *Presents*

"Come to the Mardi Gras"

20 exciting photos of physique and fantastic costumes. A must for the artiste'!

20 4 x 5 doubleweight matte photos. Price: $3.30, prepaid.

BRUCE OF LOS ANGELES
Box 75305, Sanford Station
Los Angeles 5, California

SPARKS FROM THE VULCAN FORGE

(*Continued from page* 17)

the more massively-built man. Young Dave Stone offers a variation on the theme with his lighter, more *plastique* body, while popular Jon Andrews, making a return visit, adds a note of drama with his six-feet-six physique.

Ronny is featured in Vulcan catalog 58 — Dave has an individual catalog, while big Jon will be found more abundantly in catalog 46. Each of these is priced at $1, from Vulcan Studio, 706 North LaCienega, Hollywood.

The photographs of Ronny and Dave were made in the Vulcan studio, those of Jon were taken at his rural farm in Bucks County, Pennsylvania where he relaxes each weekend from his arduous duties as a set designer in the television studios of New York.

HALF A CHAMPION

(*Continued from page* 23)

introduce him to you we also introduce a new photographer from Montreal, Caruso, who not only has a photographic studio but a bodybuilding studio as well.

As for the champ — well he's got just about all the muscles a human being can acquire, and they're all in the right places too. Pierre is a real Hercules. Note the majesty of his upper body — the yard-wide shoulders, beautifully-carved deltoids and those tremendous biceps! As for his legs, they're the finest we've seen in a long time. What a pity Pierre can't compete in the Mr. America contest — he'd be a sure winner.

They're really doing things about bodybuilding in Canada. Every month we receive some remarkable photographs of amazing new physiques and Pierre Brunet is certainly top-man among them.

INDUSTRIAL AGE

A new series of drawings by a brilliant new artist.

Entire series of 4 prints in size 8 x 10 $5.

Single print of "RIDIN' HIGH" $1.50

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LOUNGIES

NOW **$2.95** ONLY

The "original" Terry Towel LOUNGIES that snap on in a jiffy. Ideal for bathing, locker room, shaving or lounging. Large deep pocket holds cigarettes, tooth brush or shaving needs. Adjustable snap fastener — fits any waist size. White only.

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P.O. Box 237 — Station No. 4
NORTH HOLLYWOOD, CALIF.

STARDUST

(Continued from page 38)

physique, while the ever-popular Bob Hover, whom you'll find in color on our back cover, makes a welcome reappearance in this photograph by Togof.

Domenique, 119 Oxford Street, London, sends us another study of classically-proportioned Johnny Holden and Mark-One, Box 32, Lachine, Quebec has another winner in popular Jean-Marc Sawyer.

California Models are represented by young Barney Sherman and Athletic Model Guild by handsome Dale Curry, caught by the camera while taking a sunny siesta.

ANDRE PILON

Three 4 x 5 photos $1
Attach this ad for first class mail return to:

MARK—ONE
Box 32 Lachine,
Quebec, Canada

"It's Magic" SAYS HANDSOME, POPULAR FILM AND TV STAR *Bob Hover*

"As a model, and actor my face takes quite a beating. Being photographed wearing gooey makeup under temperatures over 100 degrees takes a terrific toll from facial muscles and tissues.
"I can't afford to let my face get haggard and old looking. It must always be fresh, alive, and free from pimples and blemishes.

"I consistently use the famous HAL WARNER course in facial care "YOUR FACE IS YOUR FORTUNE" with his THREE MIRACLE AIDS TO SKIN PERFECTION, the DEEP PORE SKIN CLEANSER — MASQUE OF YOUTH — and VITA-MIST DOUBLE VITAMIN THERAPY CREAM. Believe me, **it's magic!"**

BE WISE!!

Do as the stars do . . . read YOUR FACE IS YOUR FORTUNE. Let HAL WARNER show you how you too can have that tawny, terrific look of a Mr. America.

Use This Handy Coupon

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520 Fifth Avenue
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Enclosed is $..... Rush me the following:

"YOUR FACE IS YOUR FORTUNE" (course alone) ..... $ 3.00
THREE MIRACLE AIDS TO SKIN PERFECTION (alone) 8.00
COURSE AND MIRACLE AIDS 10.00
(Taxes and postage included in prices)

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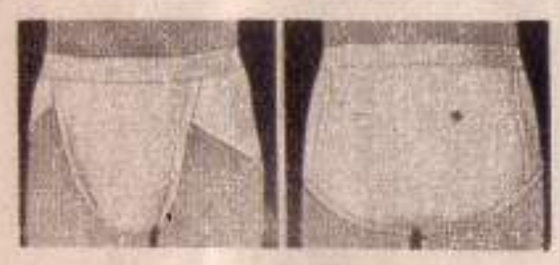
BRIEF UNDERWEAR

- COOL—up to 50% cooler than other knit briefs.
- MASCULINE SUPPORT—direct from waistband.
- NO BINDING—self-adjustable leg opening.
- NO ROPING IN SEAT—flat angle of support holds fabric flat across the seat.

NYLON—$2.25 each (3 for $6.25) **COTTON—$1.25 each (3 for $3.50)**



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VIRILE MUSCULARITY

	Premium Finish	Super (sepia)	Air Mail
4 x 5	$2.50	$3.00	18c
5½ x 7	5.00	6.00	30c
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ALSO! Ten 35 mm. full-color transparencies, single and dual, $5.00. Air mail 12c.
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Two magnifficently built young six-footers, **PHIL LAMBERT** and **KEITH LEWIN**, in 12 highly original dual photos, SERIES 25. Outdoor and indoor studies direct from the original negatives. Detailed description of an actual posing session included, also our latest complete illustrated catalog.

Box 2801 WESTERN PHOTOGRAPHY GUILD Denver 1, Colo.

S-T-R-E-T-C-H

Your Way To A Super Strong Body This Enjoyable Home Gym Way

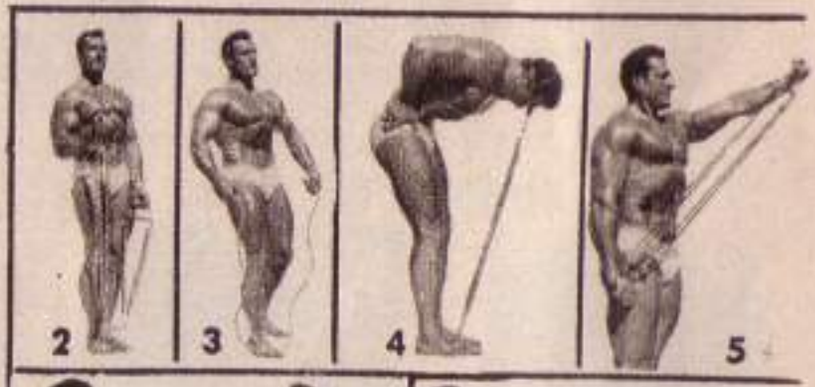
- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

1

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."



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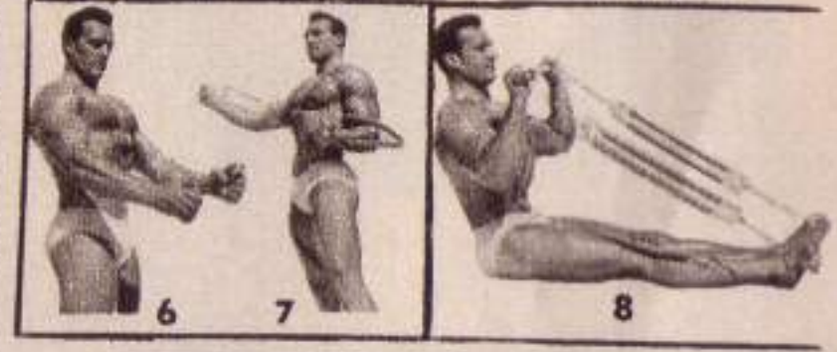

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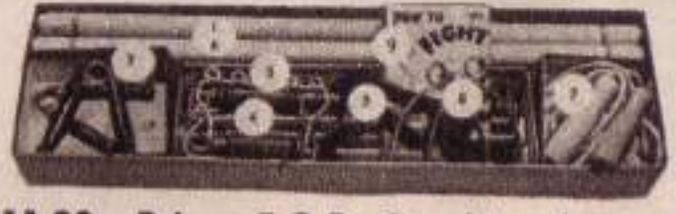

$11.00—Prices F.O.B. Our Warehouse

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AMAZING Weider Formula #7 is specially prepared for all men . . .

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- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

and You Can't Grow Healthy Hair with a Clogged Scalp

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

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COLOR!!

New Delmonteque Models

Bishop-Alan-Tousley-Delmonteque-Robert
Bishop & Alan Duals

8—8 x 10.....$5 8—4 x 5.....$3

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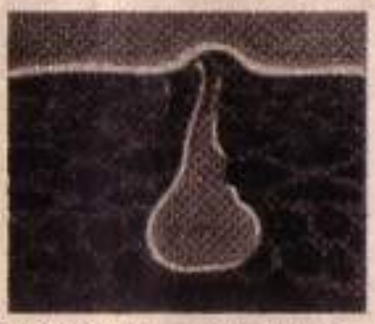
Clear up your Pimples and Blackheads fast. . . . .

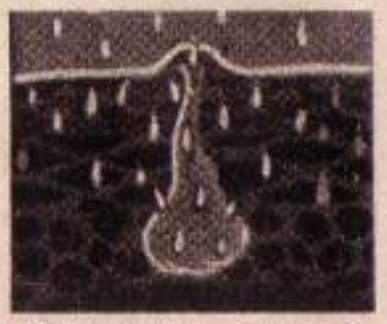
OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

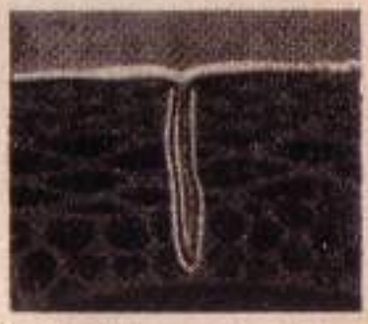
DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.



2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

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Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

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only $3.98
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Selector Catalog $1

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The true hero of our American tradition is the stalwart conqueror of our great West. This new painting by Quaintance, featured on our cover, will make a happy, stimulating decoration for the wall of your den, bar, or play room corral. Handsome, large color print, 11 x 14, suitable for framing, postpaid **$5.00**

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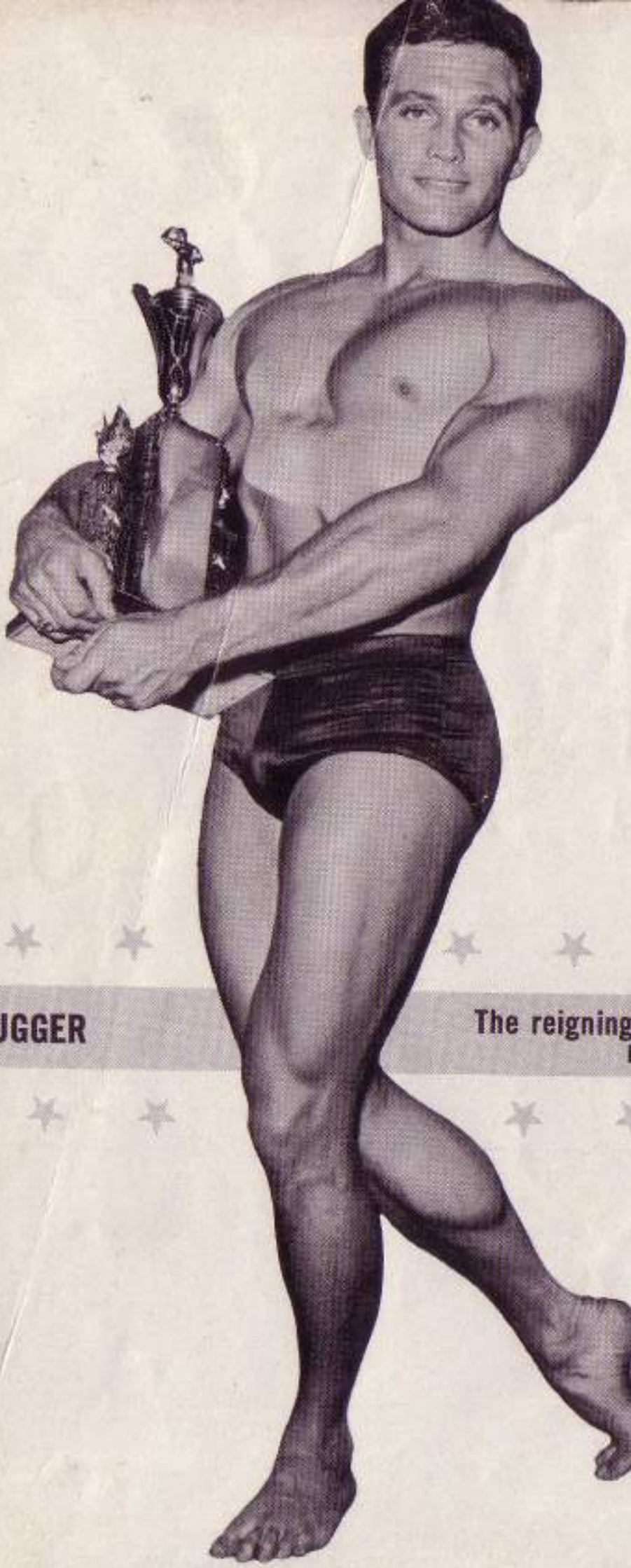

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